

Sore Losers By Joe Klein / The Gaza Problem / Holiday Movies

TIME



WHAT
TO EAT
NOW

THE ANTI-
FOOD-SNOB DIET
BY DR. MEHMET OZ



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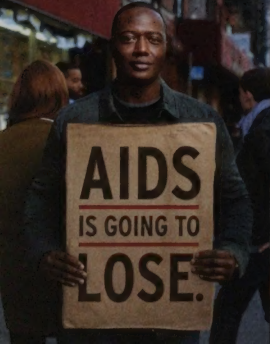
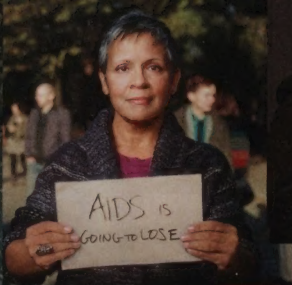
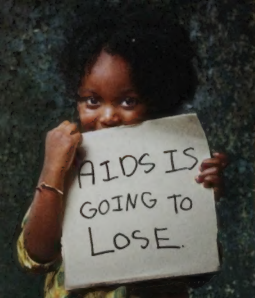
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Photograph by Dwight Eschliman for TIME; food styling by Kevin Crafts



Organic and fresh have their merits, but for healthful eating, affordable options are as close as the pickle shelf. Photograph by Dwight Eschliman for TIME

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Thin, light, portable 7" tablet.
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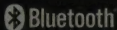
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MAIL



Dangerous Liaisons

To call the Petraeus affair, as you do on your cover, "a system failure at the highest levels of national security" is an overstatement ["Spyfall," Nov. 26].

This was an unfortunate, inappropriate, messy thing for two consenting adults to engage in, and while it certainly had serious repercussions for the individuals and their families, by no means does it appear to have done any harm to national security—certainly nothing like the damage caused by the Rosenbergs toward the end of World War II or by Aldrich Ames' sellout of U.S. agents working in the Soviet Union. Your cover smacks of hyperbole, not of responsible journalism.

Don Minow, TUCSON, ARIZ.

This is about the director of the CIA getting caught with his pants down and, worse, not being smart enough to understand how e-mail works. Petraeus' judgment was alarmingly poor.

ironyman2, ON TIME.COM

Himmler's Family

This article was a shock to see but only because I was not expecting it "10 Questions for Katrin Himmler," Nov. 26]. As a Jew, history teacher and veteran, I study that period in history, and I teach it to my students, all at-risk inner-city kids, so they can understand a very dark time on our planet. Thank you, Katrin, for speaking up. My family prays for you.

Craig M. Bozorth, MIAMI

Presidential Election

Re "Voting with the 1%" [Nov. 19]: I don't often agree with Joel Stein, but one line in his article rang so very true: "No one expects free stuff as much as superrich people."

Kern Tilley, MANTECA, CALIF.



THE CONVERSATION

'Had Paula Broadwell run for Senate in North Carolina,'

tweeted @RussOnPolitics in reference to TIME's Nov. 26 cover story on **David Petraeus**, "her scandal would've rivaled **John Edwards**." Many readers as well as pundits were intrigued by **Barton Gellman**'s detailed account of events, including such new nuggets as **Broadwell**'s eyeing of a Senate run as a Republican in North Carolina and her attempt to secure for Petraeus' 60th birthday a private workout with **Lance Armstrong**. After Gellman reported that Broadwell told several people at a conference that Petraeus had talked her out of running for office, **Amy Davidson** at the *New Yorker* noted, "If that sounds close to a fantasy, so does her flying around Afghanistan with the general, and that happened."

Person of the Year?

As TIME's editors prepare to choose the Person of the Year, we want your input on who has had the most influence on the news in 2012—for better or for worse. To cast your ballot, go to time.com/poy starting Nov. 26. Voting closes at 11:59 p.m. E.T. on Dec. 12, and the people's choice for Person of the Year will be announced on TIME.com on Dec. 14.

WRITE TO US

Send an e-mail: letters@time.com. Please do not send attachments

Send a letter: **TIME Magazine Letters**, Time & Life Building, New York, NY 10020. Letters should include the writer's full name, address and home telephone and may be edited for purposes of clarity and space

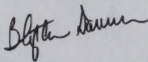
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"My doctor and I
chose Prolia®.
Ask your doctor
if Prolia® is right
for you."

Blythe Danner
Award winning actress
taking Prolia®



 Prolia® is a prescription medicine used to treat osteoporosis in women after menopause who:

- are at high risk for fracture, meaning women who have had a fracture related to osteoporosis, or who have multiple risk factors for fracture
- cannot use another osteoporosis medicine or other osteoporosis medicines did not work well

Important Safety Information

Do not take Prolia® if you have low blood calcium, are pregnant or plan to become pregnant, or are allergic to denosumab or any ingredients in Prolia®.

What is the most important information I should know about Prolia®?

If you receive Prolia®, you should not receive XGEVA®. Prolia® contains the same medicine as XGEVA® (denosumab).

Prolia® can cause serious side effects:

Low calcium levels in your blood (hypocalcemia).

Prolia® may lower the calcium levels in your blood. If you have low blood calcium, it may get worse during treatment. Your low blood calcium must be treated before you receive Prolia®.

Your doctor may prescribe calcium and vitamin D to help prevent low calcium levels in your blood. Take calcium and vitamin D as your doctor tells you to.

Serious infections. Serious infections in your skin, lower stomach area (abdomen), bladder, or ear may happen. Inflammation of the inner lining of the heart (endocarditis) due to an infection may also happen more often in people who take Prolia®. You may need to go to the hospital for treatment.

Prolia® is a medicine that may affect your immune system. People who have weakened immune systems or take medicines that affect the immune system may have an increased risk for developing serious infections.

Skin problems. Skin problems such as inflammation of your skin (dermatitis), rash, and eczema have been reported.

Severe jaw bone problems (osteonecrosis). Severe jaw bone problems may occur. Your doctor should examine your mouth before you start Prolia® and may tell you to see your dentist. It is important for you to practice good mouth care during treatment with Prolia®.

For women with postmenopausal osteoporosis
at high risk for fracture: there's Prolia®.

Prolia® 2 shots a year proven to help strengthen bones.

Prolia® is different. It's a shot given 2 times a year
in your doctor's office.

Prolia® is proven to:

- Significantly reduce fractures of the spine, hip, and other bones
- Help increase bone density

Is Prolia® right for you? Ask your doctor today.

By Prescription Only.

Unusual thigh bone fractures. Unusual thigh bone fractures have been reported.

Before taking Prolia®, tell your doctor if you:

- Are taking a medicine called XGEVA® (denosumab). XGEVA® contains the same medicine as Prolia®.
- Have low blood calcium.
- Cannot take daily calcium and vitamin D.
- Had parathyroid or thyroid surgery (glands located in your neck).
- Have been told you have trouble absorbing minerals in your stomach or intestines (malabsorption syndrome).
- Have kidney problems or are on kidney dialysis.
- Plan to have dental surgery or teeth removed.
- Are pregnant or plan to become pregnant.
- Are breast-feeding or plan to breast-feed.

What are the possible side effects of Prolia®?

It is not known if the use of Prolia® over a long period of time may cause slow healing of broken bones or unusual fractures. The most common side effects of Prolia® are back pain, pain in your

arms and legs, high cholesterol, muscle pain, and bladder infection.

These are not all the possible side effects of Prolia®.

For more information, ask your doctor or pharmacist. Call your doctor for medical advice about side effects.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see Brief Summary of Medication Guide on the next page.

Ask your doctor about your bone strength and if Prolia® is right for you.



prolia
(denosumab) injection

2 shots a year proven to help strengthen bones.
www.prolia.com



BRIEF SUMMARY OF MEDICATION GUIDE

Prolia® (PRO-lee-a) (denosumab) Injection

Read the Medication Guide that comes with Prolia before you start taking it and each time you get a refill. There may be new information. The Medication Guide does not take the place of talking with your doctor about your medical condition or treatment. Talk to your doctor if you have any questions about Prolia.

What is the most important information I should know about Prolia?

If you receive Prolia, you should not receive XGEVA®. Prolia contains the same medicine as Xgeva (denosumab).

Prolia can cause serious side effects including:

1. Low calcium levels in your blood (hypocalcemia).

Prolia may lower the calcium levels in your blood. If you have low blood calcium before you start receiving Prolia, it may get worse during treatment. Your low blood calcium must be treated before you receive Prolia. Most people with low blood calcium levels do not have symptoms, but some people may have symptoms. Call your doctor right away if you have symptoms of low blood calcium such as:

- Spasms, twitches, or cramps in your muscles
 - Numbness or tingling in your fingers, toes, or around your mouth
- Your doctor may prescribe calcium and vitamin D to help prevent low calcium levels in your blood while you take Prolia. Take calcium and vitamin D as your doctor tells you to.

2. Serious infections.

Serious infections in your skin, lower stomach area (abdomen), bladder, or ear may happen if you take Prolia. Inflammation of the inner lining of the heart (endocarditis) due to an infection also may happen more often in people who take Prolia. You may need to go to the hospital for treatment if you develop an infection.

Prolia is a medicine that may affect your immune system. People who have weakened immune system or take medicines that affect the immune system may have an increased risk for developing serious infections.

Call your doctor right away if you have any of the following symptoms of infection:

- Fever or chills
- Skin that looks red or swollen and is hot or tender to touch
- Severe abdominal pain
- Frequent or urgent need to urinate or burning feeling when you urinate

3. Skin problems.

Skin problems such as inflammation of your skin (dermatitis), rash, and eczema may happen if you take Prolia. Call your doctor if you have any of the following symptoms of skin problems that do not go away or get worse:

- Redness
- Itching
- Small bumps or patches (rash)
- Your skin is dry or feels like leather
- Blisters that ooze or become crusty
- Skin peeling

4. Severe jaw bone problems (osteonecrosis).

Severe jaw bone problems may happen when you take Prolia. Your doctor should examine your mouth before you start Prolia. Your doctor may tell you to see your dentist before you start Prolia. It is important for you to practice good mouth care during treatment with Prolia.

5. Unusual thigh bone fractures.

Some people have unusual fractures in their thigh bone. Symptoms of a fracture include new or unusual pain in your hip, groin, or thigh.

Call your doctor right away if you have any of these side effects.

What is Prolia?

Prolia is a prescription medicine used to:

- Treat osteoporosis (thinning and weakening of bone) in women after menopause ("change of life") who:
 - are at high risk for fracture (broken bone),
 - cannot use another osteoporosis medicine or other osteoporosis medicines did not work well.

It is not known if Prolia is safe and effective in children.

Who should not take Prolia?

Do not take Prolia if you:

- Have been told by your doctor that your blood calcium level is too low.
- Are pregnant or plan to become pregnant.
- Are allergic to denosumab or any of the ingredients in Prolia. See the end of this leaflet for a complete list of ingredients in Prolia.

What should I tell my doctor before taking Prolia?

Before taking Prolia, tell your doctor if you:

- Are taking a medicine called Xgeva (denosumab). Xgeva contains the same medicine as Prolia.

- Have low blood calcium.
 - Cannot take daily calcium and vitamin D.
 - Had parathyroid or thyroid surgery (glands located in your neck).
 - Have been told you have trouble absorbing minerals in your stomach or intestines (malabsorption syndrome).
 - Have kidney problems or are on kidney dialysis.
 - Plan to have dental surgery or teeth removed.
 - Are pregnant or plan to become pregnant. Prolia may harm your unborn baby. Tell your doctor right away if you become pregnant while taking Prolia.
- Pregnancy Surveillance Program:** Prolia is not intended for use in pregnant women. If you become pregnant while taking Prolia, talk to your doctor about enrolling in Amgen's Pregnancy Surveillance Program or call 1-800-772-6436 (1-800-77-AMGEN). The purpose of this program is to collect information about women who have become pregnant while taking Prolia.
- Are breastfeeding or plan to breastfeed. It is not known if Prolia passes into your breast milk. You and your doctor should decide if you will take Prolia or breastfeed. You should not do both.

Tell your doctor about all the medicines you take, including prescription and nonprescription drugs, vitamins, and herbal supplements.

Know the medicines you take: Keep a list of medicines with you to show to your doctor or pharmacist when you get a new medicine.

How will I receive Prolia?

- Prolia is an injection that will be given to you by a healthcare professional. Prolia is injected under your skin (subcutaneous).
- You will receive Prolia 1 time every 6 months.
- You should take calcium and vitamin D as your doctor tells you to while you receive Prolia.
- If you miss a dose of Prolia, you should receive your injection as soon as you can.
- Take good care of your teeth and gums while you receive Prolia. Brush and floss your teeth regularly.
- Tell your dentist that you are receiving Prolia before you have dental work.

What are the possible side effects of Prolia?

Prolia may cause serious side effects.

See "What is the most important information I should know about Prolia?"

- It is not known if the use of Prolia over a long period of time may cause slow healing of broken bones.

The most common side effects of Prolia in women who are being treated for osteoporosis after menopause are:

- back pain
- pain in your arms and legs
- high cholesterol
- muscle pain
- bladder infection

Tell your doctor if you have any side effect that bothers you or that does not go away.

These are not all the possible side effects of Prolia. For more information, ask your doctor or pharmacist.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

How should I store Prolia if I need to pick it up from a pharmacy?

- Keep Prolia in a refrigerator at 36°F to 46°F (2°C to 8°C) in the original carton.
- Do not freeze Prolia.
- When you remove Prolia from the refrigerator, Prolia must be kept at room temperature [up to 77°F (25°C)] in the original carton and must be used within 14 days.
- Do not keep Prolia at temperatures above 77°F (25°C). Warm temperatures will affect how Prolia works.
- Do not shake Prolia.
- Keep Prolia in the original carton to protect from light.

Keep Prolia and all medicines out of reach of children.

General information about Prolia

Do not give Prolia to other people even if they have the same symptoms that you have. It may harm them.

The Medication Guide summarizes the most important information about Prolia. If you would like more information, talk with your doctor. You can ask your doctor or pharmacist for information about Prolia that is written for health professionals.

For more information, go to www.Prolia.com or call Amgen at 1-800-772-6436.

What are the ingredients in Prolia?

Active ingredient: denosumab

Inactive ingredients: sorbitol, acetate, polysorbate 20 (prefilled syringe only), Water for Injection (USP), and sodium hydroxide

Briefing

'The most difficult time in any transition is when we think that success is in sight.'

1. **AUNG SAN SUU KYI**, Burmese opposition politician and chairperson of the National League for Democracy, updating President Obama on her country's democratic reforms during his historic visit

'Most people on public assistance don't have a character flaw. They just have a tough life.'

2. **LINDSEY GRAHAM**, Republican Senator from South Carolina, criticizing Mitt Romney's assertion that most people voted for President Obama because he gave them "gifts"

'We recommend that no Hamas operatives... show their faces above ground in the days ahead.'

3. **THE ISRAEL DEFENSE FORCES**, in a tweet from @idfspokesperson on Nov. 14, announcing the beginning of military strikes in Gaza; it is believed to be the first armed conflict that was declared via social media

'We're both going to have to give up some of the things that we know are a problem.'

4. **HARRY REID**, Senate majority leader, addressing how Republicans and Democrats have to compromise to avoid the so-called fiscal cliff, a series of spending cuts and tax increases set to take effect in the New Year

'It's basically fused to my skin at this point.'

5. **CHRIS CHRISTIE**, governor of New Jersey, poking fun at his official gubernatorial fleece—which he has worn throughout Hurricane Sandy and its aftermath—during a surprise appearance on *Saturday Night Live*; he also thanked first responders and the Red Cross



380,000

Cruise-ship passengers who visited Boston this year—a record high, according to the Massachusetts Port Authority

12

Estimated liberals who withdrew from the 100-person assembly drafting Egypt's new constitution, saying the Islamist-dominated group was ignoring their suggestions



90%

Percentage of middle and high-school-age boys who said in a survey they exercise at least occasionally to build muscle

14

Collegiate teams in the Big Ten athletic conference, now that Rutgers and the University of Maryland have joined



Briefing

LightBox



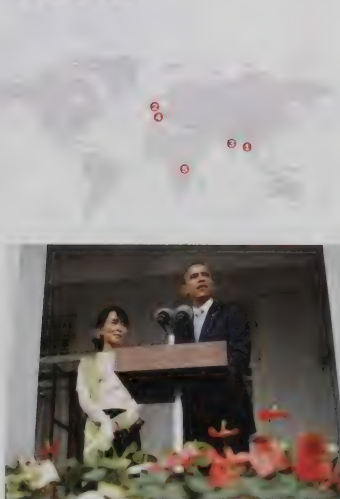
Leadership

Hillary Clinton and American state secretary of state Timothy Wirth lead the formal Shwedagon Pagoda temple in Yangon during a visit to Burma on Nov. 15, the first by a sitting U.S. president.

Photograph by Steve Delaney for LightBox magazine



World



Obama addresses the media outside Aung San Suu Kyi's house in Rangoon

The President Sets a Precedent

1 | BURMA In May 2008, as Burma reeled from Cyclone Nargis, which claimed more than 130,000 lives, a rumor floated through the darkened, wreckage-strewn streets of Rangoon, the country's largest city. Would the Americans stage a humanitarian intervention to aid storm victims who were being ignored by the country's military junta?

On Nov. 19, 2012, a U.S. government plane touched down in Rangoon. It was not there as part of an invasion once predicted by Burma's paranoid army rulers. Instead, Air Force One rolled past a thicket of tropical foliage to make Barack Obama the first U.S. President to visit this strategic nation wedged between India and China. Outside the airport, children waved American flags. "I love Mr. Obama," said 14-year-old Min Myat No Khin. "I love America. I love democracy."

Just a few years ago, each of those three sentiments, even if expressed by a pigtailed student, might have been an imprisonable offense. But in a Burma ruled since March 2011 by a hybrid military-civilian government, the culture of fear that smothered the country for nearly half a century has largely evaporated. Helmed by President Thein Sein, a retired general, the country officially known as Myanmar is attempting a rare feat:

a democratic transition spurred not by the footfall of protesting citizens but by the rulers themselves.

For a U.S. leader who calls himself the country's "first Pacific President" and has pivoted U.S. foreign policy toward Asia in an effort to hedge against China, the good news from Burma—freed political prisoners, loosened media censorship, cease-fires with ethnic militias—couldn't have come at a better time. "When I took office as President, I sent a message to those governments who ruled by fear: We will extend a hand if you are willing to unclench your fist," Obama said in Rangoon, where he stayed for a mere six hours. "So today I've come to keep my promise and extend the hand of friendship."

Much still ails in Burma. Corruption and sectarian violence fester; the country remains desperately poor. Opposition leader Aung San Suu Kyi, who met with Obama, warned, "The most difficult time in any transition is when we think that success is in sight." True enough. But Myo Yan Naung Thein, a fellow former political prisoner, was in a celebratory mood. "We appreciate Mr. Obama coming to Burma," he said. "There is a lot more to do, but today is a day of happiness."

—HANNAH BEECH/
RANGOON

Bribery in Britain

2 | ENGLAND The hacking scandal surrounding Rupert Murdoch's News Corp. intensified on Nov. 20 when prosecutors announced that two former executives would be charged with bribery. Rebekah Brooks, former CEO of News International, and Andy Coulson, a former editor of the *News of the World*, allegedly paid bribes of up to \$160,000 to public officials for inside information. That's also bad news for British Prime Minister David Cameron, who is close to both.

Death of a Demagogue

3 | INDIA Bal Thackeray, a rabble-rousing orator whose far-right Hindu-nationalist party Shiv Sena dominated Mumbai for decades, died Nov. 17 at the age of 86. Hundreds of thousands attended his funeral procession through the city streets, but he leaves a legacy of toxic gangster-style politics.



Thackeray's targets





Gay Marriage: Too Progressive for the French?

4 | FRANCE In Lyon, protesters rally against a newly proposed law that would legalize gay marriage. France's Socialist-dominated government, led by President François Hollande, adopted a draft law of the bill Nov. 7, and it is expected to be approved by France's legislature in the coming months. But it has faced fierce opposition from right-wing parties as well as a rare alliance of Catholic, Muslim and Jewish groups.

CHINA

'It will inevitably doom the party.'

XI JINPING, China's new leader, warning in his first speech to the Politburo Standing Committee of the dangers of corruption after a year of highly politicized political scandals that rocked China's rulers.



AFGHANISTAN

800

U.K. troops in Afghanistan who were treated to a surprise visit from Daniel Craig; the *Skyfall* star toured the camp, drove a Foxhound and fired machine guns

Things Fall Apart in Central Africa

5 | CONGO Rebels in the Democratic Republic of Congo's war-torn, mineral-rich east reportedly seized the city of Goma, overrunning government forces loyal to President Joseph Kabila and bypassing U.N. peacekeeping troops. The rebellion, waged by a faction known as the M23, has displaced tens of thousands, with aid agencies warning of a growing humanitarian crisis. Here are three reasons Congo's chaos and violence are so intractable:

1

Lawless borders

The government in Kinshasa exercises little to no control over the country's east, where a jumble of ethnic and factional militias run roughshod over a beleaguered U.N. force. Poor governance and ill-disciplined armies have led to years of abuses against civilians.

2

Extortion economies

Though it publicly denies it, neighboring Rwanda is thought to be backing and arming the M23 rebels, many of whom are ethnic Rwandese and hold long-standing grievances against Kabila's government.

3

Wealth in the wilderness

The region is rich in metals and minerals, including gold and diamonds. That natural wealth has fueled numerous insurgencies and is coveted by governments in neighboring countries.



By Elinor Breck Abraham and Ishuan Tharoor

Spotlight

Generation of Orphans. South Africa's AIDS epidemic forces grandmothers to parent again

ONE NIGHT IN 2003, AGNES DLAMINI WOKE TO THE sound of her infant grandson crying. His mother—Dlamini's daughter-in-law—had died after a long illness. The baby was left on top of her emaciated body, sucking helplessly at his mother's lifeless breast.

That tragedy, Dlamini now knows, is the result of South Africa's failure to address the spread of HIV. But back then, she had no idea. At the time, the country's President Thabo Mbeki was sympathetic to AIDS denialists. His Minister of Health was nicknamed Dr. Beetroot for championing the plant as a treatment for HIV/AIDS. Antiretroviral drugs weren't available until 2004 and were difficult to obtain for many years after that.

The legacy of that denial is 3.37 million South African children under 17 without one or both parents, according to a 2011 census. Most are orphans, and some 64% are in the care of grandmothers, who bear the responsibility of a second motherhood.

The age gap makes it challenging for grandmothers to connect with these kids and warn them about HIV. "I don't have the right words for it," says Dlamini, 81. "My granddaughter laughs at me when I try." High urban unemployment, poverty and crime add to the difficulty of their task. Still, many of the *gogos*, the Zulu word for *grandmothers*, say they are hopeful they can break the cycle that claimed their children's lives. —ELLES VAN GELDER

▼ **Mary Mokhetsoa, 68**, with her three orphan grandchildren Itumeleng, 12; Dikeledi, 20; and Lebogang, 22; and her great-granddaughter Keamogetswe in Alexandra township, Johannesburg, in October
 "It isn't easy to be old and to take care of them," says Mokhetsoa. When her daughter died 10 years ago, doctors blamed a lung infection. She thinks HIV was the true cause. Lebogang says her generation takes HIV seriously but learns about it mainly at school. "It is not easy to talk about sex with your grandmother."



► **Francina Moloi, 56**, with her twin granddaughters Thuli and Thulisile, 16, and her great-grandson Mthobisi, 1, in front of their one-room house in Alexandra township in October

Thuli and Thulisile's mother died of AIDS nine years ago. Moloi cares for them and Thuli's son Mthobisi. She receives a \$70 monthly grant for raising the grandkids and collects cardboard to sell for recycling. "My biggest fear is that my grandchildren will get it as well and will also die," she says.



▲ **Agnes Dlamini, 81**, with her orphan grandchildren **Lindelani, 9**, and **Tipho, 13**, on their street in Alexandra township in August. In 2003, Dlamini's daughter, son and daughter-in-law passed away one after the other.






◀ **Violet Mamogobo, 56**, with her granddaughter **Lerato, 12**, in front of their house in Alexandra township in September

When her daughter died of AIDS in 2006, Mamogobo didn't know anything about HIV. "I thought she was sick because of stress," she says. Mamogobo now takes care of her HIV-positive son in addition to Lerato, who is infected and taking antiretroviral medications.

▶ **Maria Mokoena, 62**, with her seven orphan grandchildren in Alexandra township in October

In 2003, Mokoena began taking care of grandchildren Ernest, now 21, and Lebusa, now 17, after her eldest daughter died of AIDS. Last May, her second daughter also died of the disease, leaving her to raise five more grandchildren. Mokoena doesn't know if they are infected but says they haven't shown symptoms yet. "They are too young to understand," Mokoena says. "I hope for a better life for my grandchildren. I want them to become accountants and lawyers."





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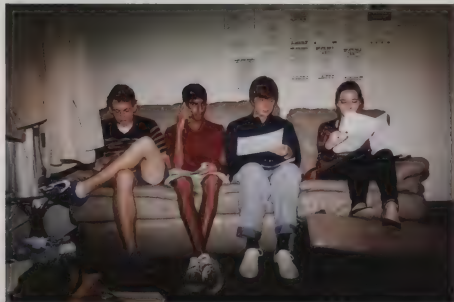
BRIAN ROSE, 34, MELANOMA SURVIVOR: I was one of those kids who played baseball year-round. I played through high school, and eventually I got into coaching. I was living my dream and I had no idea what melanoma was. I knew nothing about the treatments they were recommending or about clinical trials, and I didn't have health insurance. I learned that it's absolutely crucial to have access to information. **LIVESTRONG** is the reason I'm still alive today and have a chance of being alive tomorrow.

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Nation



Friend Request. How the Obama campaign connected with young voters

By Michael Scherer

IN THE FINAL WEEKS BEFORE ELECTION Day, a scary statistic emerged from the databases at Barack Obama's Chicago headquarters: half the campaign's targeted swing-state voters under age 29 had no listed phone number. They lived in the cellular shadows, effectively immune to traditional get-out-the-vote efforts.

For a campaign dependent on a big youth turnout, this could have been a crisis. But the Obama team had a solution in place—a Facebook application that will transform the way campaigns are conducted in the future. For supporters, the app appeared to be just another way to digitally connect to the campaign. But to the Windy City number crunchers, it was a game changer. “I think this will wind up being the most groundbreaking piece of technology developed for this campaign,” says Teddy Goff, the Obama campaign's digital director.

That's because the more than 1 million Obama backers who signed up for the app gave the campaign permission to look at their Facebook friend lists. In an instant, the campaign had a way to see the hidden young voters. Roughly 85%

of those without a listed phone could be found in the uploaded friend lists. What's more, Facebook offered an ideal way to reach them. “People don't trust campaigns. They don't even trust media organizations,” says Goff. “Who do they trust? Their friends.”

The campaign called this effort targeted sharing. And in the final weeks of the campaign, they blitzed the supporters who had signed up for the app with requests to share specific online content with specific friends simply by clicking a button. More than 600,000 supporters followed through with more than 5 million contacts, asking their friends to register to vote, give money, vote or look at a video specifically designed to change their mind. A geek squad in Chicago created models from vast data sets to find the best approaches for each potential voter. “We are not just sending you a banner ad,” explains Dan Wagner, the Obama campaign's 29-year-old head of analytics, who helped oversee the project. “We are giving you relevant information from your friends.”

Early tests of the system found statistically significant changes in voter behavior.

People whose friends sent them requests to vote early and register to vote, for example, were more likely to do so than similar potential voters who were not contacted. That confirmed a trend already noted in the political-science literature: online social networks have the power to change voting behavior. A study of 61 million people on Facebook during the 2010 midterms found that people who saw photos of their friends voting on Election Day were more likely to cast a ballot themselves. “It is much more effective to stimulate these real-world ties,” says James Fowler, a professor at the University of California at San Diego, who co-authored the study.

Campaign pros have known this for years. A phone call or knock on the door from someone who lives in your neighborhood is far more effective than appeals from out-of-state volunteers or robo-calls. Before social networks like Facebook, however, connecting a supportive friend to a would-be voter was a challenge. E-mail, for instance, connects one person to the campaign. Facebook can connect the campaign, through one person, to 500 or more friends.

Because it took more than a year to build the system, it was deployed only in the campaign's homestretch. The Romney team used a far less sophisticated version of the technology. Political strategists on both sides say that in the future they intend to get the system working sooner in primaries in key states and with more buy-in from supporters who will have a greater understanding of their role in the process. “Campaigns are trying to engineer what the new door knock is going to look like and what the next phone call is going to look like,” says Patrick Ruffini, a Republican digital strategist who worked on George W. Bush's 2004 campaign. “We are starting to see.”

And the technology is moving fast. In 2008, Twitter was a sideshow, and Facebook had about one-sixth its current reach in the U.S. By 2016, this sort of campaign-driven sharing over social networks is almost certain to be the norm. Tell your friends.

Economy

Occupy 2.0

The fringe movement gets a professional makeover

By Christopher Matthews

GRUNGY 20-SOMETHINGS FULL OF SCORN FOR AMERICA'S financial system but unable to articulate a concrete vision for reform—that's the image most associated with Occupy Wall Street, which launched a series of anti-Establishment demonstrations around the globe in 2011. But less than a year after the last protester was removed from New York City's Zuccotti Park, the movement has re-emerged as a series of laser-focused advocacy groups that, loosely organized under the Occupy umbrella, are trying to effect change in a variety of sectors, financial and otherwise. Led in part by former

Wall Streeters, these groups might still promote radical ideas (Occupy Bank wants to overhaul the entire U.S. banking system), but their approach to change is incremental, and they're playing by the rules. Instead of complaining about predatory lending, for example, Strike Debt is raising cash (\$35,000 so far) to buy medical debt, then forgive it. "It's a strategic initiative," says Amin Husain, who helped organize the movement. "We're affecting people's lives in a positive way but also exposing the nature of the system." Here are five Occupy groups that are making real progress.

Occupy SEC

As regulators finalize rules associated with the Dodd-Frank financial-reform law, this group, which emerged in February, is looking over their shoulders, lobbying for consumer interests to counterbalance the outsize influence of financial firms.

Strike Debt

In an effort to raise awareness about what it calls a predatory lending system—in which many Americans must borrow money to pay for basic needs like medical care and education—this group, organized in the summer of 2012, is staging high-profile fundraisers to buy people's debt and then forgive it. To date, it has raised \$35,000.

Occupy Bank

This group, founded in late 2011 by Wall Street types like former hedge-fund giant Cathy O'Neil, wants to partner with or acquire an existing financial institution in order to set up a national Occupy Bank, which would be owned by employees and depositors and emphasize transparency and equal access to financial services.

Occupy the Boardroom

One way to help the 1% understand the plight of the 99%? Organize a letter-writing campaign. That's the mission of this group, which has helped send more than 9,000 missives from lower-income Americans to the CEOs of firms like Goldman Sachs and Citigroup.

Occupy Sandy

The most recent grassroots movement, which funneled hundreds of volunteers and crucial supplies to storm-hit New York City neighborhoods almost as fast as FEMA, may be the best evidence yet that Occupy's brand of direct democracy can also be efficient.



Health

Crowdfunding a Cure. The sick are getting strangers to pay their medical bills

By Alice Park

ON THE POPULAR SITE KICKstarter, tens of thousands of users have tapped friends, family and strangers to help finance everything from comic books to movies to a dream-enhancing sleep mask. But can that same model work for medical bills?

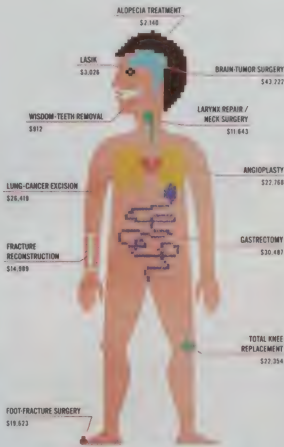
With U.S. health care costs at least \$8,000 per capita, a group of new Web platforms are offering people an opportunity to ask the public for help. Of course, families have long held informal fundraisers for such causes. But now, by creating pages on GoFundMe (where medical asks are now the biggest traffic draw, trumping education and travel), GiveForward and other crowdfunding sites, patients and their relatives are raising thousands of dollars to pay for surgeries, cancer treatments and more. Without such aid, in fact, James White, an electrician in East Bridgewater, Mass., could not have helped his 7-month-old son, who was born with a heart defect. "I don't think we would have raised this much doing a fundraiser in a hall," says his sister Jennifer, who was able to solicit \$14,000 in just four days to pay for crucial surgeries. (GoFundMe takes a 5% cut to cover its overhead.)

The secret to a successful campaign: leveraging social-media contacts. With the help of friends who spread the word via Facebook, Twitter and e-mail, what starts as a family affair can eventually reach people all over the world. "I don't know the family," says Valerie Fischetti,

a mother of three in Philadelphia, referring to the Whites. But after a friend's mother sent her the link on Facebook, "I read the story and felt I needed to donate."

Such online generosity can be risky, though; the model's simplicity makes it an easy target for scammers. A New England GoFundMe user, for example, was caught lying about having cancer to defraud donors of thousands of dollars. To guard against those risks,

the company mandates that each donation page be linked to a valid Facebook profile, and it won't open a campaign beyond an organizer's social-media network until it has raised at least \$100. From there, it's up to the users: "We rely on the grapevine to report suspect pages," says GoFundMe CEO Brad Dampousse. In other words, if a campaign goes viral, it's inevitable that someone will know someone who can expose the truth.



How This Cancer Patient Raised \$144,000



1

Set a goal

When Rick Thomas, a 46-year-old commercial-airline pilot, was diagnosed with a rare form of kidney cancer in February, he knew he couldn't afford the \$125,000 treatment cost.

Then his sister Annie Howell suggested they create a page on GoFundMe, a crowdfunding site. "We had never asked anything of anybody," she says, "but that was the time."

2

Target plausible donors

She knew she would have a tough time getting total strangers to donate. So to promote her brother's cause, she initially sent links to friends and family members, who sent links to their friends and family and so on. "All of us posted it on social media," Howell says, "and people started coming out of the woodwork."

3

Get personal

In order to involve donors in the treatment process, she uploaded personal details about her brother, including a photo of him with his wife and three kids, and posted frequent reports about his health. "Don't know you, but I am thinking about you, praying for you," one donor wrote.

4

Say thank you

It took just two months to raise \$144,000 from 1,583 donors—more than enough to pay for treatment. "We appreciate the support," Howell posted in a message to donors, whom she still updates about her brother's recovery.

—ALEXANDRA SIFFERLIN

Milestones

TO SEE CORNEL
LUCAS' PIONEERING
TIME.COM/LUCAS



DIED Cornel Lucas. Photographer of the stars

Cornel Lucas, who died at 92 on Nov. 8, was famous for taking lustrous still pictures of the stars of moving pictures. Born in London, the Royal Air Force veteran gained prominence after he shot Marlene Dietrich during production of the 1951 release *No Highway in the Sky*. After studying his photos with a giant magnifying glass, Dietrich, who was famous for knowing what she wanted, retouched them with an eyebrow pencil. When she saw the revised prints, she welcomed him to the world of moviemaking with the words, "Join the club, Mr. Lucas!"

Working on sets in Europe and the U.S., Lucas witnessed the British sexpot Diana Dors ride a gondola in a mink bikini and watched Katharine Hepburn wash her face with ice to make it glow. He learned that Gregory Peck, though confident onscreen, was nervous during portrait sessions. When English actress Kay Kendall feared that her nose would look too long, Lucas cleverly assured her that he would use a special shortening lens from America. No such thing existed, but she loved the results any way. —OLIVIA B. WAXMAN

DELIVERED First of the \$160 Million F-35s

Launched a month after 9/11, the \$400 billion F-35 fighter program—the Pentagon's costliest weapons system ever—crept toward operational status on Nov. 20. That's when the Marines began replacing the aging F-18 warplanes flown by Fighter Squadron 121 with a brand-new F-35B, the short-takeoff-and-landing variant of the aircraft purchased by the Corps. (The Air Force and Navy are buying simpler versions.) The squadron, based in Yuma, Ariz., begins with just a single Lightning II and two pilots able to fly it. Monthly deliveries will continue until it has 16 planes. The Lockheed F-35's teething problems have been so bad—the Pentagon's top weapons buyer branded them "acquisition malpractice"—that the Defense Department put the Marines' piece of the program on hold for a year to straighten itself out. —MARK THOMPSON



DIED Warren Rudman Centrist Senator

Warren Rudman's 1996 memoir about his time as Senator from New Hampshire was called *Combat*. Though the two-term Republican could stand his ground, Rudman, who died Nov. 19 at 82, will be remembered as a lawmaker capable of bipartisan compromise. Effective government was the goal of two bills he co-authored that tried to compel Congress and the President to move toward a balanced budget. George Mitchell, a Democratic Senator from Maine, said it best when he described Rudman this way: "There are elected officials who can rise above partisanship, who define the national interest as just that: the interest of the nation. And act on it."

—NATE RAWLINGS

DIED
Bertram Wyatt-Brown, 80, historian whose breakthrough 1982 work explored the complex role of the idea of honor in the South's embrace of slavery.

CONCEDED
The race for a Florida congressional seat, by Representative Allen West to Democrat Patrick Murphy. The Tea Party firebrand had contested results showing him losing by 2,000 votes.



DIED
Lucille Bliss, 96, who lent her husky voice to Crusader Rabbit in the first cartoon series produced specifically for television and to Smurfette in the 1980s TV series *The Smurfs*.

RELEASED
By the Australian mega rock band AC/DC, their entire catalog in digital format on iTunes; the collection includes 16 studio albums and four live recordings.

RESIGNED
Kevin Clash, puppeteer and voice of Elmo for 28 years, from Sesame Street, in the face of new claims of sex with an underage youth; Elmo will remain on the show.

DIED
Cleve Duncan, 78, front man for the doo-wop group the Penguins, whose 1954 ballad "Earth Angel" helped define themes of teen love and heartbreak in the 1950s.



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Rana Foroohar



Wall Street's Bet on the Fiscal Cliff

The smart money says a deal has to get done. But Washington isn't good at smart

THERE IS MUCH THAT DIVIDES NEW York City and Washington: The cleanliness of the streets. Sartorial daring. And the view on whether or not we'll fall off the fiscal cliff by year's end. Wall Street, which bets on the future for a living, seems sure that Washington will come up with a solution. Markets rose as cliff negotiations between President Obama and congressional leaders commenced. While investors are worried about last-minute brinkmanship, the consensus has been that the stock plunge that would surely result is "hardly the holiday gift legislators will want to deliver to their constituents," as one major bank put it.

At the risk of grinching this party, I'm not so sure. There's an assumption that conservatives, chastened not only by Mitt Romney's loss but also by exit polls showing that voters blamed them for budgetary standoffs and the resulting economic damage, feel compelled to compromise on taxes, especially when it comes to raising rates for the rich. I've been inclined to believe it, largely because taxing the rich would underwrite enough social cohesion to enable the painful budget cuts and entitlement reforms needed to get the U.S. economy back on track. (For an example of what happens when you lack such social cohesion before attempting serious austerity, see Greece.) Wall Street clearly believes it too.

Then again, Washington exists on a different planet than Wall Street, and different laws of gravity apply. The first law is that while finance is global, politics is local. Wall Street looks at Europe and sees what three years of delays and half measures in dealing with the euro-zone's budget crisis has wrought: another recession. Surely, the thinking

goes, leaders in Washington won't let that happen here. But a new set of possibly more conservative House Republicans isn't looking across the Atlantic but across the streets of their home districts, where they'll face the next round of elections in two years. They may have taken some Wall Street campaign money, but they aren't taking orders from the Street on a debt deal, no matter what the markets do. "Policy makers aren't doing this



with a sharp pencil. They are just worrying about slogans," says hedge-fund honcho Ray Dalio.

This underscores the second gulf between Washington and the Street: their time horizons. Sure, traders often bet on changes that happen within milliseconds. But the most successful ones have a worldview that spans centuries. Dalio, for example, is known for poring over hundreds of years' worth of financial history and decades of data, searching for patterns that mark the sea changes in economic cycles. At a recent event at the Council on Foreign Relations, he spoke about how the world could

very well be entering a new era in which just getting our investment dollars back would be a big accomplishment. Avoiding that fate will require a delicate mix of job-creating spending, deficit reduction and smart monetary policy orchestrated over a decade. Politicians working on four-year election cycles have little impetus to make those changes fast enough or thoughtfully enough, as the past few years have shown.

That's not to say it never happens. Just look at Germany, which survived and thrived postcrisis (before being dragged down by the troubles of its euro-zone neighbors) because the public sector and corporations worked together with

unions to come up with reduced-time work deals and public subsidies that kept factories running and made them better able to capitalize on the upswing once it happened. Companies that played along, as well as those that poured money into job-creating R&D, got tax breaks. Germans, like many Wall Streeters, would seem to be students of game theory, which stresses that incentivizing collaboration is often the way to overcome difficult problems and get a better outcome for everyone.

Not so in Washington. Indeed, there's a short-termist, conventional wisdom building that it wouldn't be so bad to go over the fiscal cliff in order for each side to cut a better deal. (Maybe Republicans will play ball, the thinking goes, if they can talk about middle-class cuts rather than hiking rates on the rich.) While a week or two over the cliff wouldn't tank the economy, we'd almost certainly be looking at multiple stock-market drops of 5% or more in lieu of serious negotiations. Several months over the cliff would kill the economy. It's yet another measure of just how far Wall Street and Washington are from each other that markets haven't priced in a deeper fiscal dive. I'm hoping, though still skeptical, that the Street will be right. ■



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Cymbalta may be associated with serious side effects. Call your healthcare provider right away or seek emergency help if you experience any of the following:

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- High fever, confusion, stiff muscles, muscle twitching, or racing heart rate, which may be signs of serotonin syndrome, a potentially life-threatening condition
- Abnormal bleeding, especially if Cymbalta is taken with aspirin, NSAID pain relievers (like ibuprofen or naproxen), or blood thinners
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- Abnormal mood (mania), which may include greatly increased energy, severe trouble sleeping, racing thoughts, talking more or faster than usual, and reckless behavior
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Important Safety Information (continued)

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- About all your medical conditions, including
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 - seizures/convulsions, mania, or if you have bipolar disorder
 - if you have ever had or been told you have bleeding problems, low sodium levels in your blood, or delayed stomach emptying
- About all prescription and over-the-counter medicines and supplements you take or plan to take, including
 - antibiotics or medicines for migraine, mood, or psychotic disorders, to avoid a potentially life-threatening condition when taken with Cymbalta

- aspirin, NSAID pain relievers, or blood thinners, because they may increase risk for bleeding
- About your alcohol use (you should not take Cymbalta if you drink heavily)
- If you are pregnant or plan to become pregnant during therapy or are breast-feeding

Most common side effects of Cymbalta (this is not a complete list):

Nausea, dry mouth, sleepiness, fatigue, constipation, decreased appetite, increased sweating, dizziness. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Other safety information about Cymbalta:

- Cymbalta may cause sleepiness and dizziness. Until you know how Cymbalta affects you, you shouldn't drive a car or operate hazardous machinery
- People age 65 and older who took Cymbalta reported more falls, some resulting in serious injuries

How to take Cymbalta:

Take Cymbalta exactly as directed by your healthcare provider. Do not open, break, or chew capsule; swallow it whole. Cymbalta is available by prescription only.

See next page for additional information about Cymbalta, including Boxed Warning about antidepressants and risk of suicide.

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What is the most important information I should know about Cymbalta?

Warning: In clinical studies, antidepressants increased the risk of suicidal thinking and behavior in children, adolescents, and young adults with depression and other psychiatric disorders. Anyone considering the use of Cymbalta or any other antidepressant must balance this risk with the clinical need. Short-term studies did not show an increase in the risk of suicidal thinking or behavior with antidepressants in adults older than 24; there was a reduction in risk with antidepressants in adults 65 and older. Suicide is a known risk of depression and some other psychiatric disorders. All patients starting antidepressant therapy should be monitored appropriately and observed closely. Families and caregivers should discuss with the healthcare provider right away any observations of worsening depression symptoms, suicidal thinking and behavior, or unusual changes in behavior. Cymbalta is not approved for use in patients under age 18.

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Cymbalta may be associated with these serious side effects. Call your healthcare provider right away if you have any of the following symptoms, or call 911 if an emergency:

- Itching, right upper-belly pain, dark urine, yellow skin/eyes, or unexplained flu-like symptoms, which may be signs of life-threatening liver problems. Severe liver problems, some fatal, have been reported.
- High fever, confusion, stiff muscles, muscle twitching, or racing heart rate, which may be signs of serotonin syndrome, a potentially life-threatening condition.
- Abnormal bleeding, especially if Cymbalta is taken with aspirin, NSAID pain relievers (like ibuprofen or naproxen), or blood thinners.
- Serious, possibly life-threatening, skin reactions, which may include skin blisters, peeling rash, mouth sores, hives, or other allergic reactions.
- Abnormal mood (mania), which may include greatly increased energy, severe trouble sleeping, racing thoughts, talking more or faster than usual, and reckless behavior.
- Seizures or convulsions.
- Decreased blood pressure upon standing, which may cause dizziness or fainting, mostly when first starting or increasing the dose. Cymbalta can also increase blood pressure. Your healthcare provider should check your blood pressure prior to and while taking Cymbalta.
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- Problems with urination, including decreased flow or inability to pass any urine.

- Changes in appetite or weight. Children and adolescents should have height and weight monitored.

Do not stop Cymbalta or change your dose without talking to your healthcare provider, as you could have side effects.

What is Cymbalta?

Cymbalta is a prescription medicine used to treat depression. It's important to talk with your healthcare provider about the risks of treating depression and the risks of not treating it. You should discuss all treatment choices with your healthcare provider. Cymbalta is used to treat or manage major depressive disorder, also called depression; generalized anxiety disorder; diabetic peripheral neuropathic pain, fibromyalgia; and chronic musculoskeletal pain due to chronic osteoarthritis pain and chronic low back pain. Talk to your healthcare provider if you do not think your condition is getting better with Cymbalta.

Who should NOT take Cymbalta?

You should not take Cymbalta if you:

- take a monoamine oxidase inhibitor (MAOI), including the antibiotic linezolid. Ask your healthcare provider or pharmacist if you are not sure if you take an MAOI.

- Do not take an MAOI within 5 days of stopping Cymbalta.
- Do not start Cymbalta if you stopped taking an MAOI in the last 2 weeks.

Taking Cymbalta close in time to an MAOI may result in serious or even life-threatening side effects. Get medical help right away if you have high fever, uncontrolled muscle spasms, stiff muscles, rapid changes in heart rate or blood pressure, confusion, or loss of consciousness (pass out).

- Take Mellaril® (thioridazine), because this can cause serious heart rhythm problems or sudden death.
- Have uncontrolled narrow-angle glaucoma (eye pain due to increased eye pressure).

What should I tell my healthcare provider about before taking Cymbalta? (Ask if you are not sure.)

Tell your healthcare provider about all the medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements. Cymbalta and some medicines may interact with each other, may not work as well, or may cause serious side effects. Do not start or stop any medicine while taking Cymbalta without talking to your healthcare provider first. Be sure to tell your healthcare provider if you are taking drugs such as:

- Triptans used to treat migraine headache or medicines used to treat mood, anxiety, psychotic or thought disorders, including tricyclics, lithium, SSRIs, SNRIs, MAOIs, or antipsychotics.
- Tramadol, Cimetidine, Theophylline, the antibiotics ciprofloxacin or enoxacin.
- Medicine to control heart rate such as propafenone, flecainide, or quinidine.
- The blood thinner warfarin (Coumadin®; Jantoven®) or non-steroidal anti-inflammatory drugs (NSAID), like ibuprofen, naproxen, or aspirin.
- Over-the-counter supplements such as tryptophan or St. John's Wort.
- Any other medications that contain duloxetine.
- About any medical conditions you may have, including heart problems or high blood pressure, diabetes (Cymbalta may worsen the control of blood sugar in some patients with diabetes), liver problems, kidney problems, glaucoma, seizures or convulsions, bipolar disorder or mania, low sodium levels in your blood, delayed stomach emptying, or if you have or had bleeding problems.
- If you are pregnant or plan to become pregnant. It is not known if Cymbalta will harm your unborn baby. (Lilly has a voluntary registry to collect information about Cymbalta use

during pregnancy. To learn more, call 1-866-814-6975 or visit www.cymbaltapregnancyregistry.com.)

- Are breast-feeding or plan to breast-feed. Some Cymbalta may pass into breast milk. Talk to your healthcare provider about the best way to feed your baby while taking Cymbalta.

What should I avoid while taking Cymbalta?

- Cymbalta can cause sleepiness or may affect your ability to make decisions, think clearly, or react quickly. You should not drive, operate heavy machinery, or do other dangerous activities until you know how Cymbalta affects you.
- Use of Cymbalta while drinking heavily may be associated with severe liver injury. Avoid heavy alcohol use while taking Cymbalta.

What are the possible side effects of Cymbalta?

Cymbalta may be associated with serious side effects, including those described in the section entitled "What is the most important information I should know about Cymbalta?"

Common possible side effects in people who take Cymbalta include nausea, dry mouth, sleepiness, fatigue, decreased appetite, increased sweating, and dizziness.

This is not a complete list of side effects. See

prescribing information at www.cymbalta.com. Talk to your healthcare provider if you have questions or develop any side effects. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

What else should I know if I'm 65 or older?

- People age 65 and older who took Cymbalta reported more falls, some resulting in serious injuries.

How should I take Cymbalta?

- Take Cymbalta exactly as prescribed. Your healthcare provider may need to change the dose until it is right for you.
- Do not open, break, or chew capsule; swallow it whole.
- Cymbalta can be taken with or without food.
- If you miss a dose, take it as soon as you remember. However, if it is time for your next dose, skip the missed dose and take only your regularly scheduled dose. Do not take more than the daily amount of Cymbalta prescribed for you.
- If you take more Cymbalta than prescribed for you, call your healthcare provider or poison control center right away or get emergency treatment.
- When switching from another antidepressant to Cymbalta, your doctor may lower the dose of the initial antidepressant first to help avoid side effects.

General advice about Cymbalta

- Store Cymbalta at room temperature between 59°F to 86°F (15° to 30°C) and out of reach of children.
- Medicines are sometimes prescribed for purposes other than the ones listed. Do not use Cymbalta for a condition for which it was not prescribed or give this drug to anyone else, even if they have the same condition. It may harm them.
- If you have questions or concerns, want to report problems with the use of Cymbalta, or want more information, contact your healthcare provider or pharmacist.

Additional information can be found by calling 1-800-545-5979 or visiting www.cymbalta.com.

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Joe Klein



TO READ JOE'S
BLOG POSTS GO TO
time.com/swagland

Campaign 2012: The Report Card

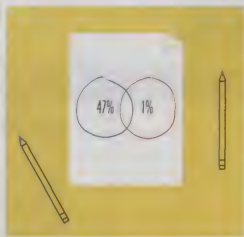
Why the winners should listen to the reasonable arguments of the losers

HAS THERE EVER BEEN A LESS gracious presidential loser than Mitt Romney? I was willing to give him the benefit of the doubt during the campaign. I figured he was just dialing for dollars when he massaged the Boca Raton fat cats' fantasies about the lack of "responsibility" on the part of the 47% who don't pay income taxes. But it turns out he really believes that stuff. In a post-election phone call, he regaled his biggest contributors, the fattest of the cats, with the notion that Barack Obama won the election by giving "gifts" to minorities and young people. He also told them that the Republican primaries were ugly because there were too many debates, particularly those staged by CNN and NBC. As if Wolf Blitzer were responsible for the embarrassing displays of barbarity by the Republican audiences, like the booing of a gay veteran. As if Chris Matthews had invented the deathless term *self-deportation*. As if Brian Williams had asked Romney, "Would you be willing to make a \$10,000 bet with Governor Perry about that?" As if Romney had offered anything noble or memorable in his vapid campaign.

And yet, unfortunately, Romney's worldview can't just be dismissed out of hand. Too many Americans agree with it. Their dismay has been flagrant since the Ohio results came in. Assorted patriots in states that get more revenue from the federal government than they kick in—I'm talking about you, Alabama and Mississippi—are circulating petitions to secede. Business owners are threatening to raise prices, like the fool in Florida who runs more than 30 Denny's saying he'll slap a 5% Obamacare tax on his menus, even though he has no idea how much universal health care will cost him and even though the statewide health insur-

ance exchanges might actually lower the premiums that most small businesses will pay if the exchanges unleash the power of (regulated) market competition.

There are sore losers in every election. But the quality of the carping is different this time. The sense that a "traditional" America is being supplanted by something foreign—an amalgam of Greece and Kenya, perhaps—seems to have only intensified since the election. The fanta-



sy that the Obama coalition supports "socialism" was raised, mournfully, by William Bennett, who cited a 2011 Pew poll. The poll exists. Blacks, young people and liberals all copped to more positive feelings about "socialism" than "capitalism." But I wonder, What do these people think socialism is?

I checked the dictionary. And socialism languishes there, just as it always has: "a system or condition of society in which the means of production are owned and controlled by the state." Is that what 49% of young people favor? I don't think so. If it is, count me on Bennett's team. That sort of socialism has been an utter failure, and

regulated capitalism has been the greatest eradicator of poverty in the history of the world. But I suspect—and this would be wonderfully ironic, if true—that all those blacks and young people got their definition of socialism from Rush Limbaugh and the other wing-nut foghorns: socialism is when the government helps people out.

What we've decided in this election is that most people are comfortable with a regulated free-enterprise system in which the government helps provide education and health care for everyone and financial support for those who need it most, especially the elderly. What we'll continue to debate is how extensive those regulations and supports should be. But there is no question—except in the minds of the

deluded—that any of our truly basic freedoms, especially the freedom to make money, are threatened in any significant way. In the real world, there is less drama to all this than meets the eye. Lessons have been learned. I remain optimistic that the professional politicians who lead the Republican Party will find a way to close a budget deal long before we reach a cliff, since they know they'll be blamed by a voting majority of Americans for any impasse.

But what about those disaffected white folks? I suspect they'll find Obamacare won't have the profound impact on the national character—their lives—that they fear. But I worry that their sense of loss will fester and in some cases get ugly. Perhaps, as a gesture of good faith, the rest of us—those unthreatened by a polychromatic, polymorphic future—should listen to their more reasonable arguments, especially the ones that involve personal responsibility. Perhaps we should begin to think about ways that people who receive benefits like unemployment insurance, food stamps, even disability, can also give back. Because citizenship in a healthy democracy comes with responsibilities, and too many of us, of all incomes, haven't been responsible enough.

EVOLUTION of COMMUNICATION

It just keeps getting better. Years ago, you needed a hammer and chisel to get your message across. Nowadays, all it takes is a few taps to share your thoughts with thousands of followers. Vaseline® understands how a good thing can always get better. After all, for over 140 years, we have been committed to finding new ways to keep improving skin care. Introducing the next generation of Vaseline® lotions that feel good and do good for your skin. Now with pure naturals and multi-layer moisture, our quick-absorbing formulas give you soft, healthy skin without any greasy feel. What could be better than that?

3200 B.C.

In the Fertile Crescent along the Nile river, cryptic messages set in stone tablets are proof of man's early love of communication.



1870s

The telephone is invented and the world is quickly wired.

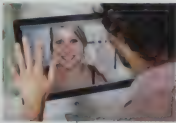


1930s

From the famous "fireside chats" to adventure programs, radio adds "mass" to "communication."

2000s

Video calls put a face to the voice.



B.C.

2012



1920s

Initiated in the mid-nineteenth century, telegrams become widespread for communicating in far-flung places.

1950s

The typewriter goes portable, allowing novelists to further the American road trip story.



1990s

Email arrives and forever revolutionizes the way the world connects.

Today

Spreading the word by blog, by tweet or by way of other social media makes communication faster and more efficient than ever.



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Introducing the next generation of Vaseline® Total Moisture® lotion, a clean feeling moisturizer for soft skin. Now with pure oat extract and Stratys-3™ multi-layer moisture, our new formula infuses moisture deep down*, absorbing quickly to feel good and do good for skin.


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WORLD

THE GAZA



PROBLEM

A dramatic, low-angle photograph of a man in dark clothing climbing a chaotic pile of twisted metal and debris. The scene is set in a war-torn urban environment, with damaged multi-story buildings in the background. A thick power line runs diagonally across the upper left. The sky is a clear, pale blue. The overall mood is one of struggle and resilience.

By Karl Vick/Tel Aviv

Alibon carmen
Carmen carmen
Carmen carmen
Carmen carmen
Carmen carmen
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Carmen carmen

Photograph
by Alessio
Romenzi for TIME

G

GAZA IS MOSTLY SAND, BUT THINGS GROW there, just as they do in Israel, the land the enclave's residents remember as their own. Back in 1956, Israeli military hero General Moshe Dayan urged his countrymen to keep that history in mind at the funeral of a young kibbutz commander killed by Arabs who had sneaked out of the coastal strip, already brimming with people and hard feelings. "For eight years now," said Dayan, "they have sat in the refugee camps of Gaza and have watched how, before their very eyes, we have turned their lands and villages, where they and their forefathers previously dwelled, into our home." He predicted the enemy would last for generations, and it has.

But half a century of history has allowed the cycle of violence to settle into a routine. In an Israel that has put down roots, some officials describe dealing with Gaza as "cutting the grass." The phrase refers to the business of launching military assaults into the Gaza Strip every so often, whacking away at the militants who have grown too bold, in their eyes, like weeds. What the rest of the world regards as war—Israeli officials prefer to call it an "operation"—has become a chore, more than a little dangerous but not to be avoided.

Except that the issues at its root have not gone away. And the missiles are flying farther and farther. More than a million Israelis live within range of the smaller rockets—homemade projectiles and Soviet-era Grads—that militants routinely launch from Gaza, and a million or two more reside within the Tel Aviv environs reached by a handful of longer-range missiles in the latest fighting. The sirens sound, and even if the country's Iron Dome antimissile system knocks 9 out of 10 rockets from the sky, there is that 10th one. You still have to run to the shelter or dive un-

der a table. Schools close. Work is missed.

For Gazans, it's far worse. There are 1.6 million people crammed in a space twice the size of Washington, D.C., and the noise of Israel's mower is terrifying. In the first six days of Operation Pillar of Defense, the Israelis sent more than 1,500 shells and missiles into Gaza and exploded tons of ordinance, blackening an urban environment that already resembled Baghdad. Despite Israel's emphasis on surgical strikes, civilian casualties have jerked upward. A family of nine was crushed in a single searing blast. According to Gazan officials, more than 100 Palestinians have been killed in the

operation thus far. (Five Israelis have died.) President Obama, who gave the Israeli air campaign his blessing, saying, "No country on earth... would tolerate missiles raining down on its citizens," cautioned against a ground assault and sent Secretary of State Hillary Clinton to the region even as Egypt tried to negotiate a cease-fire.

The proposed terms, like everything else in the cycle of conflict, had the ring of familiarity. If Hamas ceased firing the rockets, Israel would stop targeting the group's leaders with missiles and drones, and the 45,000 Israeli reservists gathered just outside Gaza would return to their



Behold, the Iron Dome Israel's antimissile shield is 90% effective, officials say



RINGS OF FIRE MORE OF ISRAEL IS AT RISK AS HAMAS' ARSENAL IMPROVES

Range of
Hamas
missiles



lives as clerks and fathers. Until next time.

Since 2005, Israel has done all sorts of landscaping in Gaza, ranging from routine air strikes on missile-launch crews to two full-scale operations, including Cast Lead in 2008—a campaign that cost the lives of 1,400 Palestinians and won Israel much opprobrium. It is all part of the essential problem of dealing with Gaza: there has always been a next time.

History's Stepchild

GAZA IS A STEPCHILD OF HISTORY. IT HAS been ruled by both Egypt and Israel and is beloved by neither, which is a problem for

all. Gazans are emphatically Palestinian, a national identity forged from the trauma of losing their land to Jewish armies in 1948, the year Israel was established. Many defeated Arab landowners fled to Gaza, where 3 out of 4 residents are classified as refugees. Hamas' top official there, Ismail Haniya, lives in a Gaza City refugee settlement called Beach Camp. The Jews initially made no claim to Gaza, and the strip of coast became a holding pen administered by Egypt's military. The West Bank was annexed by Jordan.

So things stood until the Six-Day War in 1967, when Israel swept over both areas. It took control as an occupying power, and

for almost four decades that arrangement remained in place. Palestinian residents of Gaza and the West Bank even went to work each day in Israel.

The process of setting Gaza apart was gradual. Until 1991, after the first *intifadah*, or uprising, Palestinians could move freely between Gaza and the West Bank. Four years later, Israel began building a fence around Gaza. In 2000, when the far more violent second *intifadah* began, Israel closed the gate. Hundreds of thousands of people who had traveled daily to work in Israel found themselves locked in the enclave.

In September 2005, Israel pulled out



Asymmetrical mayhem From left, homeowners in the southern Israeli city of Ofakim inspect damage from rocket fire; smoke rises from Gaza City after

completely from the territory, gathering up 8,000 settlers and all its troops and leaving behind—so it says—all its obligations as an occupying power. It left the lights on (Gaza's sputtering electricity is attached to Israel's grid) and sends in food, but it has no intention of going back except to perform its grass cutting, which is invariably mediated by Egypt. After all, Gaza is on Egypt's doorstep too. "Most fundamentally," says Ofer Zalberg, an analyst for the International Crisis Group, "the problem of Gaza is that it is a hot potato that Israel and Egypt basically try to throw to the other's lap."

This time the biggest surprise is how much it's like all the other times. The Arab Spring barely dented Gaza. The enclave remains under the rule of the Islamic Resistance Movement, better known as Hamas, which, after winning legislative elections in 2006, drove out the secular Fatah party once led by Yasser Arafat. Today, Fatah dominates in the West Bank, where about 2.3 million Palestinians reside, and Hamas governs Gaza, which has become such a haven for militants that even Israel regards Hamas as a moderating influence. Pillar of Defense was launched—with a missile strike on a car carrying the head of Hamas' military wing—to "restore deterrence," in Israeli parlance. It was pointed retaliation for Hamas' failing to prevent more-radical militants from launching missiles.

Egypt, of course, was altered by its revolution. The land of the pharaohs is now

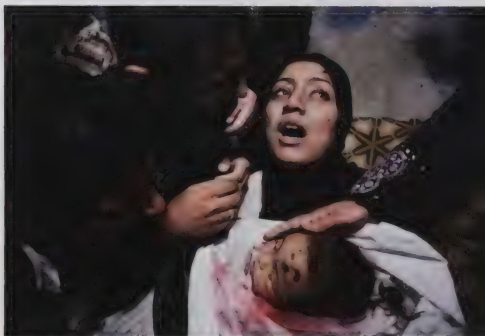
PERHAPS 3 MILLION ISRAELIS LIVE WITHIN RANGE OF ROCKETS THAT CAN BE FIRED FROM GAZA

ostensibly a democracy. Egyptians forced a longtime dictator from power and replaced him, after a long electoral process that ended in June, with a member of the Muslim Brotherhood—which, by the way, is the same Islamist organization that spawned Hamas. But if Hamas' leaders expected Egypt's revolution to alter the Gaza Strip's dynamics with Israel, recent events have provided a lesson in the primacy of national interest and the stubborn depth of Gaza's dilemma. Under former Egyptian President Hosni Mubarak, Gaza's door to Egypt—the dusty border crossing at Rafah, on the strip's western edge—

was mostly kept shut. The doors have not opened more than a few inches since the Brotherhood's Mohamed Morsy became President. The reason is simple enough: Egypt does not want to take responsibility for 1.6 million more people; it already has 80 million mostly impoverished citizens. Nor is Cairo keen to absorb Gaza's Islamic extremists. Egypt's largely lawless Sinai peninsula is riddled with jihadists, some inspired by al-Qaeda.

Israel would have fewer problems if Egypt annexed Gaza and Cairo became responsible for keeping the peace. "The irony here is that Israel and Hamas have the same objective: both Israel and Hamas want to see a more normalized border between the Gaza Strip and Egypt," says Mouin Rabbani, a senior fellow at the Institute for Palestine Studies. "The ones who have so far been dead set against this are the Egyptians."

Despite Morsy's proclamations of Islamist solidarity with Hamas, he's got domestic issues. Egyptians may care about the Palestinian cause—they fought four wars against Israel before the 1979 peace treaty—but like the people of almost every other Arab nation, they remain jealous of their nationhood. Gazans permitted into Egypt complain of bureaucratic harassment, especially at the Cairo airport. Among workaday Egyptians, the mistrust may be rooted in Mubarak-era caricatures of Gazans as extremists and thugs, but the coolness remains.



Israeli air strikes; the mother of a 10-month-old girl killed in the Israeli operation is comforted by her family during the child's funeral on Nov. 16

The Cage by the Sea

IF VISITORS COULD PASS THROUGH THE long metal shed from Israel into Gaza—the tunnel that Gazans once used to get to and return from work—they would depart what feels like Europe and emerge, after a long walk in the dark, in what feels like the third world, only caged. Just past the wall, within range of automated machine guns, children scavenge concrete rubble to load onto donkey carts. In a tally kept by the Swiss advocacy group Defence for Children International, 30 times in the space of 19 months a child was shot by an Israeli sniper for straying too close to the wall. Aid became one of the few cash industries after Hamas took over and Israel sealed the area off entirely.

"The idea is to put the Palestinians on a diet but not to make them die of hunger," a senior Israeli official said in 2006, when Israel limited the amount of food going into Gaza. The formula allowed 2,784 daily calories for an adult man, 2,162 for an adult woman and 1,758 for a child up to age 10, according to a document unearthed by Gisha, a group that advocates for freedom of movement for Gazans. The policy was abandoned in the international uproar following a Turkish ship's effort to break the Israeli naval blockade in May 2010.

The siege transformed Gaza into a man-made ecosystem of outrage and despair. As in Baghdad, Gaza City's streets roar with the sound of Honda generators; downtown sidewalks are a snarl of extension cords. The beach is beautiful but parceled into

ISRAEL'S SURGICAL STRIKES DID NOT MEAN PALESTINIAN CIVILIANS WERE OUT OF HARM'S WAY

sections by sewage drains and patrolled by Israeli gunboats. A U.N. report warns that without change, in eight years Gaza will cease to be "a livable place." Its economy depends significantly on tunnels from Egypt, through which come not just missiles and arms but also consumer goods and commodities. The tunnels became Israeli targets in the current fighting.

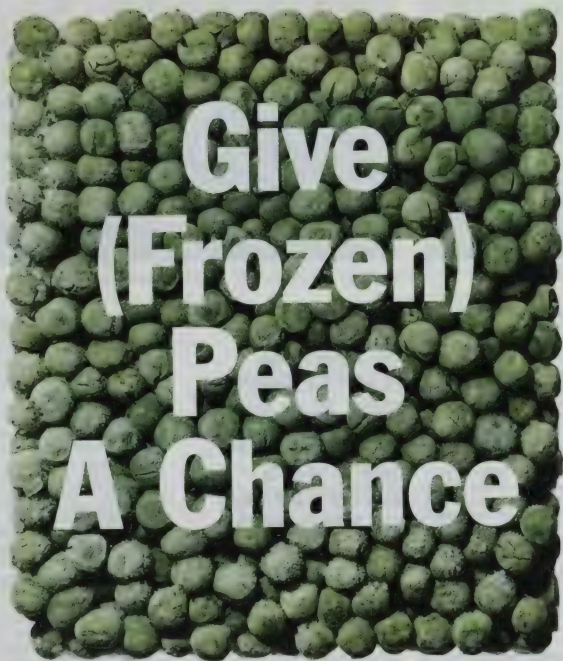
"I don't remember a good day," Lina al-Sharif told me last year on the waterfront. She was 22 and blogged about life in Gaza. "It makes you feel less deserving as a human being," she said. "The feeling of being trapped is becoming something from in

side you. Because when you go outside your house, you know there is nothing for you. I believe the siege is becoming internalized."

The Arab Spring was fresh then, and al-Sharif had promoted a demonstration demanding that Hamas and Fatah bury their differences. But Hamas thugs broke up the protest, and an announced reconciliation fell apart. The latest violence is marginalizing Palestinian Authority President Mahmoud Abbas and his effort to win state status at the U.N. on Nov. 29. Palestinians were asking why he did not journey to Gaza during the fighting, as officials from Egypt, Tunisia and Turkey did.

Those pilgrimages were the one new element in the old story, signaling not only recognition of Hamas but also an important realignment flowing from the Arab Spring. Hamas is now separated from its old non-Sunni Muslim sponsors, Shi'ite Iran and Alawite-ruled Syria, and its most prominent backers have become Qatar, Turkey and, within limits, Egypt. All three are Sunni, and all three are allied with the U.S., as, of course, is Israel. In the lull that follows each cycle of fighting as reliably as spring follows winter, that new reality may hold the possibility of escaping the cycle, perhaps to plant a new idea. Before the soil is exhausted. —WITH REPORTING BY AARON J. KLEIN/TEL AVIV AND ASHRAF KHALLIL/CAIRO

GET BEHIND THE STORY WITH JERUSALEM BUREAU CHIEF KARL VICK AT WWW.TIME.COM/ISRAEL



**Give
(Frozen)
Peas
A Chance**



And Carrots Too

Forget what the foodies and gourmards tell you. Some of the tastiest and healthiest food around is also the least expensive and most ordinary. And you need go no further than the supermarket to find it

BY DR. MEHMET OZ

There's nothing like a block of frozen spinach

to make you feel bad about your family dinner. There's good food and bad food and pretty food and ugly food—and then there's the frozen-spinach block. By any rights, this is not something you should want to eat. The picture on the box looks lovely, and the very idea of eating spinach is healthy. But what you find inside is a frosty, slightly slimy, algae-colored slab.

Somewhere out there—maybe just a five-minute drive from your house—a farmer's market is selling fresh, organic leaf spinach that might have been sprouting from the soil an hour ago. This, as we're told by any number of glossy cookbooks, TV cooking shows, food snobs and long-winded restaurant menus, is how we're supposed to eat now. It may be more expensive than that frozen block of spinach. And more perishable. And more complicated to prepare. But it's all worth it because it's so much healthier than the green ice from the supermarket. Right?

Wrong. Nutritionally speaking, there is little difference between the farmer's market bounty and the humble brick from the freezer case. It's true for many other supermarket foods too. And in my view, dispelling these myths—that boutique foods are good, supermarket foods are suspect and you have to spend a lot to eat well—is critical to improving our nation's health. Organic food is great, it's just not very democratic. As a food lover, I enjoy truffle oil, European cheeses and heirloom tomatoes as much as the next person. But as a doctor, I know that patients don't always have the time, energy or budget to shop for artisanal ingredients and whip them into a meal.

The rise of foodie culture over the past decade has venerated all things small-batch, local-farm and organic—all with premium price tags. But let's be clear: you don't need to eat like the 1% to eat healthily. After several years of research and experience, I have come to an encouraging conclusion: the American food supply is abundant, nutritionally sound, affordable and, with a few simple considerations, comparable to the most elite organic diets. Save the cash; the 99% diet can be good for you.

This advice will be a serious buzz kill for

specialty brands and high-end food companies marketing the exclusive hyperhealthy nature of their more expensive products. But I consider it a public-health service to the consumer who has to feed a family of five or the person who wants to make all the right choices and instead is alienated and dejected because the marketing of healthy foods too often blurs into elitism, with all the expense and culinary affectation that implies. The fact is, a lot of the stuff we ate in childhood can be good for you and good to eat—if you know how to shop.

Of course, there's a lot to steer clear of in the supermarket. Food technologists know what we like and make sure we always have our favorites. So alongside meat and fruits and veggies, there's also pasta, jelly, chips, pizza, candy, soda and more. Is it any wonder two-thirds of us are overweight or obese? Is it any wonder heart disease still kills so many of us?

So let's take a tour of the supermarket in search of everyday foods we can reclaim as stalwarts of a healthy diet. We'll pick up some meat and some snacks too, and we'll do a fair amount of label reading as we go. We'll even make a stop at the ice cream section. (I promise.) But let's start in the most underrated aisle of all: frozen foods.

Frozen, Canned—and Good?

IT WAS IN THE 1920S THAT THE IDEA OF freezing fresh vegetables into preserved, edible rectangles first caught hold, when inventor Clarence Birdseye developed a high-pressure, flash-freezing technique that operated at especially low temperatures. The key to his innovation was the flash part: comparatively slow freezing at slightly higher temperatures causes large ice crystals to form in food, damaging its fibrous and cellular structure and robbing it of taste and texture. Birdseye's supercold, superfast method allowed only small crystals to form and preserved much more of the vitamins and freshness.

In the 90 years since, food manufacturers have added a few additional tricks to improve quality. Some fruits and vegetables are peeled or blanched before freezing, for example, which can cause a bit of oxidation—

the phenomenon that makes a peeled apple or banana turn brown. But blanching also deactivates enzymes in fruit that would more dramatically degrade color as well as flavor and nutrient content. What's more, the blanching process can actually increase the fibrous content of food by concentrating it, which is very good for human digestion.

Vitamin content is a bit more complex. Water-soluble vitamins—C and the various B's—degrade somewhat during blanching but not when vegetables are steamed instead. Steaming is preferable but it takes longer, and many manufacturers thus don't do it. The package will tell you how the brand you're considering was prepared. Other vitamins and nutrients, including carotenoids, thiamin and riboflavin, are not at all affected by freezing, which means you can eat frozen and never feel that you are shortchanging yourself.

Canning is an even older type of preservation; it's also quite possibly the single most significant technological leap in food storage ever conceived. Developed in the early 19th century by an inventor working for the French navy, canning is a two-step process: first, heat foods to a temperature sufficient to kill all bacteria, and then seal them in airtight containers that prevent oxidation. Not all food comes out of the can as appetizing as it was before it went in. Some fruits and vegetables do not survive the 250°F heating that is needed to sterilize food and can become soft and unappetizing. And in decades past, food manufacturers had way too free a hand with the salt shaker. That is not the case any longer for all brands of canned foods. A simple glance at the nutrition label (which itself didn't exist in the salty old days) can confirm which brands are best.

As with frozen vegetables, fiber and nutrient content usually stay high in canned foods. Some research indicates that carotenes, which can reduce cancer rates and eye problems, may be more available to the body following the routine heat treatment. What's more, canned foods are bargain foods. In an April study led by dietitian Cathy Kapica of Tufts University, nutritionists crunched the cost-per-serving numbers

Which foods pay off?

SUPERMARKET



For a PB&J you can feel good about, go easy on the PB. It's relatively caloric at 190 calories per tbsp., but the lunch-box favorite has 6 g of protein and a hearty helping of fiber.
\$2.99

It may be a natural sweetener, but it's still indulgent at 60 calories a tbsp. with a heavy 16-g slug of sugar.
\$4.69

Bright yellow, diner-style mustard is a sandwich must-have and a condiment superstar at 0 calories.
\$1.59

Canned tuna is a marvel of food preservation and taste. Tons of nutritional goodness and only 120 calories per 4 oz.
\$1.55

Opt for dark chocolate's disease-fighting flavonoids and eat it by the bit, not by the bar. This bar has 180 calories and 19 g of sugar.
\$2.19

More chemicals are used to extract this mass-market oil, but even generic brands are heart-healthy. Yes, it's all fat, but mostly the good kind.
\$5.49

A good source of protein, choline and vitamin B—and a bargain.
\$1.69

An easy source of calcium and vitamin D, low-fat milk has 110 calories and 8 g of protein per cup.
\$2.89

Peanut butter

Yes, the heftier price gets you a glass jar, but nutrition-wise, you're not buying much more except a few extra calories: 210 per tbsp.
\$6.99

Honey

Paying more for high-end gets you little. It's pricier but calorically and nutritionally the same.
\$6.69

Mustard

Whole-grain Dijon, with its more complex flavor, adds class to a turkey sandwich for a mere 10 calories. Not bad.
\$4.69

Tuna

A 4-oz. tuna steak has much less sodium than its canned counterpart. Just don't douse it in sauce.
\$4.50

Dark chocolate

Organic, 100% fair trade is a top-shelf pick to satisfy cravings and ease guilt. It's higher in fat and calories but has less sugar (10 g).
\$3.29

Olive oil

It costs nearly five times as much, but there's no nutritional edge. Extra virgin means minimally processed—a difference that's tasteable, though mostly by foodies.
\$25.29

Eggs

Nutritionally, an egg is an egg. Cage-free is kinder but much pricier.
\$3.29

Milk

The absence of hormones and antibiotics can be important, but organic, family-farm milk is not nutritionally better.
\$4.99

GOURMET MARKET





of some canned foods vs. their fresh counterparts, factoring in the time needed to prepare and the amount of waste generated (the husks and cobs of fresh corn, for example). Again and again, canned foods came up the winner, with protein-rich canned pinto beans costing \$1 less per serving than dried, for example, and canned spinach a full 85% cheaper than fresh.

Food on the Hoof, Fin and Wing

I LIVE IN A VEGETARIAN HOUSEHOLD, SO I simply don't have the opportunity to eat a lot of meat at family meals. But I am not opposed to meats that are served in an appropriate portion size and are well prepared. Your first step is deciding what kind of meat you want and how you want to cook it.

There's no question that free-range chickens and grass-fed, pasture-dwelling cows lead happier—if not appreciably longer—lives than animals raised on factory farms. They are also kept free of hormones and antibiotics and are less likely to carry communicable bacteria like *E. coli*, which are common on crowded

Canned foods can be winners. Beans in particular are loaded with protein and fiber, but watch the additives

feedlots. If these things are important to you and you have the money to spend, then by all means opt for pricier organic meats.

But for the most part, it's O.K. to skip the meat boutiques and the high-end butchers. Nutritionally, there is not much difference between, say, grass-fed beef and the feedlot variety. The calories, sodium and protein content are all very close. Any lean meats are generally fine as long as the serving size is correct—and that means 4 to 6 oz., roughly the size of your palm. A modest serving like that can be difficult in a country with as deep a meat tradition as ours,

where steak houses serve up 24-oz. portions and the term *meat and potatoes* is a synonym for good eating. But good eating isn't always healthy eating, and we're not even built to handle so much animal protein, since early humans simply did not have meat available at every meal. Sticking with reasonable portions two or three times a week will keep you in step with evolution.

Preparation is another matter, and here there are no secrets. Those burgers your kids (and probably you) love can be fine if they're lean and grilled, the fat is drained and you're not burying them under cheese, bacon and high-fructose ketchup and then packing them into a bun the size of a catcher's mitt.

Chicken is a separate issue. In my mind, there is nothing that better captures where we have gone wrong as a food culture than the countless fried-chicken fast-food outlets that dot highways. Fried chicken is consumed literally in buckets—and that's got to be a bad sign. What's more, even at home, frying chicken wrecks the nutritional quality of the meat.

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FROM THE EYE CARE EXPERTS AT
BAUSCH + LOMB

Indeed, chicken is so lean and tasty it can actually redeem a lot of foods that are otherwise dietary bad news. I don't have a problem with tacos, for example, if you do them right. A chicken taco is a better option than beef, and a fish taco is the best choice of all. All the raw ingredients are available in supermarkets, and what you make at home will be much healthier than what you get when you go out.

There's even goodness to be found in some of the supermarket's seemingly most down-market fish and meats: those sold in cans. One great advantage to canning is that it does not affect protein content, making such foods as canned tuna, salmon and chicken excellent sources of nutrition. Canned salmon in particular is as nourishing as if you caught a fresh salmon that afternoon. It's also easy to prepare: you can put it on a salad or serve it with vegetables and have dinner ready in minutes.

Let's also take a moment to celebrate the tuna-salad sandwich, which is to lunch what the '57 Chevy is to cars—basic and brilliant. Sure, there are ways to mess it up, with heaping mounds of mayonnaise and foot-long hoagie rolls. But tuna is loaded with niacin, selenium, vitamin B12 and omega-3 fatty acids, and a sandwich done lean and right, on whole-wheat bread with lettuce and tomatoes, is comfort food at its finest with little nutritional blowback.

Still, some of these cans are land mines. Plenty of products include flavor enhancers such as sugar, salt and MSG. And there are canned meats that really are nothing but bad news. Vienna sausage is the type of food that keeps us heart surgeons in business. As for hot dogs and luncheon meats like salami and bologna, just don't go there. They're way too high in nitrates and sodium to do you even a bit of good.

GUILTY PLEASURES

TO ME, ICE CREAM IS A SACRED FOOD. When I was a boy, my father would drive me to the local ice cream store on Sundays. We would spend the half-hour car ride talking, and I got to know my dad better through these conversations. It didn't really about the ice cream; it was about time spent together. I even made the decision to become a doctor in that very ice cream store—something, perhaps, about the sense of well-being I was experiencing. I have used ice cream as a family focal point with my own children, and to this day it is an indicator of an occasion. Ice cream should be in your life too. What's

Dinner with the Oz Family

Exotic veggies and imported cheeses are fine, but usually you want something you can make at home from everyday brands. Here's a meal Dr. Oz would be perfectly happy to serve his family

Chicken Tacos

PER TACO
Calories: 260
Fat: 2.7 g
Saturated fat: 0.5 g
Sodium: 95 mg
Protein: 23.5 g

Canned Reduced-Sodium

Black Beans

½ CUP
Calories: 100
Fat: 0.5 g
Saturated fat: 0 g
Sodium: 240 mg
Protein: 6 g

Broccoli

ONE LARGE STALK (280 g)
Calories: 98
Fat: 1.0 g
Saturated fat: 0 g
Sodium: 115 mg
Protein: 7 g

Chunky Salsa

TWO TBSP
Calories: 10
Fat: 0 g
Saturated fat: 0 g
Sodium: 250 mg
Protein: 0 g

Guacamole

100 G
Calories: 150
Fat: 13 g
Saturated fat: 2 g
Sodium: 190 mg
Protein: 2 g

Pistachio Ice Cream

½ CUP
Calories: 150
Fat: 9 g
Saturated fat: 6 g
Sodium: 60 mg
Protein: 3 g

(Adding seasonings may raise sodium content)

more, it's not even a bad or unhealthy food.

For starters, the protein and calcium in ice cream are great. And some of the ingredients in better ice creams are good for you too, including eggs (yes, eggs, a terrific source of protein and B vitamins and perfectly O.K. if your cholesterol is in check) and tree nuts such as walnuts, almonds, cashews and pistachios. As with most other foods, the problem is often the amount consumed. A serving size is typically half a cup, but that's a rule that's almost always flouted, which is a shame. Overdoing ice cream not only takes its toll on your health but also makes the special commonplace. I often say that no food is so bad for you that you can't have it once—or occasionally.

Peanut butter has none of the enchantment of pure ice cream. It's a workaday food, a lunch-box food—and an irresistibly delicious food. The allegedly pedestrian nature of the supermarket is perfectly captured in the mainstream, brand-name, decidedly nongourmet peanut butters lining the shelves. But here again, what you're often seeing is a source of quality nutrition disguised as indulgent junk.

Peanut butter does have saturated fat, but 80% of its total fats are unsaturated. That's as good as olive oil. It's also high in fiber and potassium. But many brands stuff in salt and sweeteners as flavoring agents, so read the labels. Sometimes supermarket brands turn out to be the best.

And guess what? Preserves and jams without added sugar can be great sources of dietary fiber, vitamin A, vitamin C and potassium, and whole-wheat bread is high in fiber, selenium, manganese and more. So by shopping right and being careful with portions, we have fully redeemed that great, guilty American staple: the PB&J.

Snack foods are a different kind of peril, but if there's one thing Americans have gotten right, it's our surpassing love of salsa. Year after year it ranks near the top of our favorite snack foods, especially during football season. I think salsa is a spectacular food because it's almost always made of nothing more than tomatoes, onions and cilantro and usually has no preservatives. And remember, those tomatoes contain lycopene, a powerful antioxidant that helps battle disease and inflammation.

Another great south-of-the-border staple is guacamole. Its principal ingredient is, of course, avocados, which are loaded with the happiest of fats: the unsaturated kind that help prevent heart disease. They are also rich in vitamin K

A rear three-quarter view of a white Toyota Auris station wagon. The car is positioned on a light-colored surface against a plain, light background. The image shows the rear hatch, taillights, and the rear wheel. The Toyota logo is visible on the rear hatch. The car is facing towards the right of the frame.

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may even have
more fiber—a very
good thing**

(over 50% of your recommended daily intake from just half an avocado) and vitamin C. But keep portions in check to hold the line on both calories and sodium.

Finding something to scoop up those dips is a problem. Tortilla chips fried in lard and covered with salt are simply not a good idea. Baked pita chips (ideally unsalted) are great, but there's no way around the fact that they're pricier than tortilla, potato and corn chips.

The Beauty of Simplicity

PRETTY MUCH ANY AISLE IN ANY SUPERMARKET has foods that you might think mark you as a culinary primitive but are worth considering. Pickles? Sure, they're loaded with salt, so read labels and exercise care, but they're high in vitamin K and low in calories, and the vinegar in them can improve insulin sensitivity. Baked beans? Pass up the ones cooked with bacon or excessive sweetening, but otherwise, they're a great source of protein and fiber.

Meanwhile, the condiments section has mustard—extremely low in calories,

high in selenium and available in a zillion different varieties, so you'll never get bored. Popcorn? Absolutely, but go for the air-popped, stove-top variety instead of the microwavable kind covered in oils and artificial butter flavorings. And chocolate! Ah, chocolate. Stick with dark—65% cocoa—and don't overdo the portions. I know, that's not easy, but do it right and you'll get all the antioxidant benefits of flavonols without all the calories and fat.

Throughout the developed world, we are at a point in our evolution at which famine, which essentially governed the

rise and fall of civilizations throughout history, is no longer an acute threat. And we know more about the connection between food and health than ever before—down to the molecular level, actually.


This has provided us the curious luxury of being fussy, even snooty, about what we eat, considering some foods, well, below our station. That's silly. Food isn't about cachet. It's about nourishment, pleasure and the profound well-being that comes from the way meals draw us together.

Even foods that I have described as no-go items are really O.K. in the right situations. I recently enjoyed some fantastic barbecue after a long project in Kansas City, Mo., and I certainly ate the cake and more at my daughter's wedding. As with any relationship that flourishes, respect is at the core of how you get along with food—respect and keeping things simple. ■

Mehmet Oz is a vice chairman and professor of surgery at Columbia University, a best-selling author and the Emmy Award-winning host of The Dr. Oz Show



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Africa

Expanding horizon Nairobi is a vibrant high-tech hub—and a place of violent unrest

Photograph by Dominic Nahr for TIME



WORLD

The continent is the world's next great growth engine—but hundreds of millions are at risk of being left behind

By Alex Perry/Nairobi

Rising

BONIFACE MWANGI'S FIRST CAMERA was an old Japanese film model, bought with \$220 borrowed from a friend. He'd been selling books at his mother's roadside stall in Nairobi since he was 15. Then one day in 2003 he came across a biography of Kenyan photographer Mohamed Amin, whose pictures of the 1984 Ethiopian famine, the book implied, led to Band Aid, Live Aid and a new era of global humanitarianism. "That book opened a new world for me," says Mwangi. "Here was another high school dropout who went on to conquer the world using his camera." Mwangi set out to do the same. Within months his photographs were being published in Kenya, and within a year he had won a national award for Best New Photographer. His inches-close pictures of the tribal bloodletting that followed a disputed 2007 general-election result in Kenya earned him a slew of awards and a grant from the New York City-based Magnum Foundation.

For many, the story of the street hawker who became a world-class photographer seemed to epitomize the notion of an emerging Africa: a giant continent awakening from poverty and disaster, now bursting with hope and opportunity.

Then Mwangi quit. He was haunted by the idea that his success was built on his country's turmoil. He wouldn't, *couldn't* go on photographing the politicians he heard promise Kenyans a new dawn, only to rob them, ignore them and then, come an election, allow violence to break out. Whatever the cost to his career, the price his country was paying for that kind of execrable leadership—which led to more than 1,000 murders during the 2007–08 election crisis, along with the theft of billions of dollars from the state—was far greater. "We didn't vote for these guys for them to screw us," he says.

So in 2011, Mwangi formed a group of street artists, with whom he began staging guerrilla art attacks across Nairobi. Aerosol stencils of vultures began to appear on sidewalks and road crossings. Then more elaborate murals appeared—of vultures urinating and wiping their backsides on the Kenyan flag. One February night, Mwangi's group painted a 40-ft. tableau on a downtown wall, depicting a smirking, suited vulture sitting next to a list of what the artists saw as Kenyan politicians' crimes since independence. "MPs—screwing Kenyans since 1963," read the caption. "Africa is rising," says Mwangi, now 29. "But there's also a lot of anger. There's trouble ahead."

As Africa marks half a century since it began to free itself from colonialism, its future lies in the hands of hundreds of mil-

lions of young Africans who, like Mwangi, must choose between Africa rising and Africa uprising. It is not, as the cynics have it, that Africa will never move beyond dictators and disasters, that it cannot and will not develop. Africa's progress is real, dramatic and, by now, well established. The International Monetary Fund says that since 2003, GDP across sub-Saharan Africa's 48 countries has risen an average of 5% to 7% per year. In the past decade, six of the 10 fastest-growing countries in the world were African, and this year five African countries will outgrow China and 21 will beat India. The result of all this growth? Africa is in the midst of a historic transition, and during the next few decades hundreds of millions of Africans will likely be lifted out of poverty, just as hundreds of millions of Asians were in the past few decades. Bob Geldof's evolution from Live Aid organizer to, this February, the founder of a \$200 million Africa-focused private-equity fund is emblematic of the transformation. "This could be the African century," he says.

Old Habits

BUT IF AFRO-PESSIMISM IS OUTDATED, undiluted Afro-optimism is premature. Historically the continent labored under predatory inequality and clownish tyranny. President Mobutu Sese Seko of Zaïre (now the Democratic Republic of Congo) would charter a Concorde airplane for European shopping trips while his people starved. Today, while Africa's economies are modernizing, its rulers too often are still not. "With a very few notable exceptions, our leaders are not part of accountable governments," says Archbishop Emeritus Desmond Tutu, chairman of the international mediation body and rights watchdog the Elders. "It's still, if they perform abominably, so what?" The continent's leaders are, by one important measure, less accountable than they were in the past. Since it was set up in 2007 by a Sudanese telecom billionaire, the Mo Ibrahim Index of African Governance has recorded a striking divergence: material improvement along with political deterioration. This year, for the third time, Mo Ibrahim's foundation declined to award its \$5 million prize for African leaders who leave office peacefully and democratically. "We are not completely out of the past and into the future," says Ibrahim.

More than anyone else, it will be young Africans who shape that future. The Arab Spring showed what can happen when corrupt regimes that oversee strong overall growth fail to share the gains or greater political freedom with a connected and well-educated youth. All those ingredients

exist in potentially even more explosive proportions in Africa. The average African is 19, while the average Middle Easterner is in his or her 20s. Thanks to foreign aid, hundreds of millions of Africans are better educated than ever—and they expect more-rewarding jobs. And by 2016, there will be over a billion cell phones in use on the continent, according to industry analyst Informa Telecoms & Media, giving nearly every African access to that most essential tool of 21st-century rebellion. It is a recipe for, simultaneously, entrepreneurialism and revolution.

Boomtown

AS KENYA'S CAPITAL AND EAST AFRICA'S business hub, Nairobi encapsulates Africa's transformation. Steel-and-glass skyscrapers dominate colonial bungalows. From vendors at traffic lights selling iPad chargers to millions of neatly suited commuters, signs of change are everywhere. Average incomes have close to doubled in a decade, and if the economy continues to expand 5% annually as expected, a nation of mud huts will become a middle-income country by 2016.

Africa owes its takeoff to a variety of accelerators, nearly all of them external and occurring in the past 10 years: billions of dollars in aid, especially to fight HIV/AIDS and malaria; tens of billions of dollars in foreign-debt cancellations; a concurrent interest in Africa's natural resources, led by China; and the rapid spread of mobile phones, from a few million in 2000 to more than 750 million today. Business increasingly dominates foreign interest in Africa. Investment first outpaced aid in 2006 and now doubles it.

While these phenomena combine in a tsunami of change at a continental level, their local impact can be uneven, and Nairobi is a prime example. Pass through the city center at noon and you'll find daily protests by striking doctors, teachers and university lecturers, all demanding increases in what are, in some cases, risible wages. Return at night and downtown is deserted save for a small army of private security guards protecting steel-shuttered businesses against thieves who journey in from outlying squatter camps. A short minibus, or *matatu*, ride takes you to the giant clapboard slum of Kibera, home to 250,000, where most evidence of either development or the state—streetlights, schools, paved roads, businesses—ends abruptly at the township's edge.

Sipping a latte at a coffee shop in one of Nairobi's new malls, Dennis Karema, 28, is one of hundreds of young Nairobi technology entrepreneurs whose advances in mobile banking and data plotting have

Growing Pains

Sub-Saharan Africa has the second fastest growing regional economy in the world, after Asia. But huge challenges remain, even in countries that are experiencing boom times

Real GDP growth, 2011



POWERHOUSE Kenya

Kick-starting Africa's **mobile-banking boom**, Kenya's MPESA service has grown by an average of 3.5 million customers per year since it started in 2007, reaching 34% of Kenyans in 2011

But the capital, Nairobi, is home to **one of the largest slums** in the world

QUIET ACHIEVERS

These island countries boast solid economic growth and high scores in health and education

NEW STAR Ghana

GDP grew by an impressive **14.4%** in 2011

Primary-school enrollment jumped 20% in four years, reaching **100%** in 2007

But currently **half** of university graduates leave the country

Botswana went from a poor to a middle-income country within three decades

Zimbabwe, the Democratic Republic of Congo and Burundi are technically growing, but they have the lowest GDP per capita on the continent

Although classified as an upper-middle-income country by the World Bank, South Africa has one of the most unequal societies in the world

Sub-Saharan Africa
2,552

CONTINENTAL SHIFT

Africa's population is about to soar



The future is young

18.6

Average age in sub-Saharan Africa, 2010

108 million

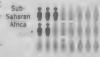
Increase in number of African schoolchildren in the next decade

By 2100, more than a third of the world's young people will live in sub-Saharan Africa



But prospects may be poor

By 2050, **21%** of the world's labor force will be in sub-Saharan Africa. It's 10% now



Yet only **39.5%** of youths are enrolled in secondary school now

And adult literacy is as low as **36%** in some parts of the continent



TIME Graphic by Claire Maribong. Sources: World Bank; U.N. Department of Economic and Social Affairs, Population Division; AfricanEconomicOutlook.org; CIA World Factbook; Mo Ibrahim Foundation

earned the city the nickname Silicon Savannah and attracted global investor interest. In January, his 13-month-old start-up, Usalama, will unveil a technology that Karema claims cuts ATM and mobile money fraud by 90% and which Karema will market globally. "This is the time for Africa to change the world," he declares.

But Karema readily admits to being one of the lucky few. In his home village of Murang'a, in the Mount Kenya foothills north of Nairobi, there is almost no outlet for a young man with ambition. "Most of my friends survive by picking up occasional manual work," he says. "Some are brilliant, but without opportunity they lose hope. You find them drunk, sleeping by the side of the road." Worse, the government makes little effort to improve their prospects. So every weekend, Karema returns to Murang'a to teach basic computer skills like typing, e-mailing and Googling.

The wasted lives of Murang'a's young men reflect a pattern: across Africa, governments are failing to convert growth into jobs. According to an August report by analysts McKinsey & Co., 275 million out of a total African workforce of 382 million are either unemployed or in informal day-hire work. By 2020 a youth surge propelled by the world's highest birthrates, which will raise Africa's population from 1 billion in 2009 to 2 billion in 2050, will add a further 122 million Africans of working age. That would be a boon if they had work. But McKinsey calculates that in the same period, Africa will create just 54 million to 72 million more jobs. "If current trends continue, it's going to take Africa until 2066 before employment levels reach those of East Asia," says David Fine, one of the report's authors. "The next part [of Africa's development] is jobs," agrees Geldof. "What will it take to fill that void?"

McKinsey argues that the answer lies less in Africa's traditional extractive industries—which tend to be capital-intensive—and more in sectors such as tourism and retail, which employ more labor. But what happens if, as McKinsey predicts, the void cannot be filled? South Africa provides an example of a government's paying the price for failing to share the gains of growth. Since the end of apartheid rule in 1994, South Africa, the continent's biggest economy, has expanded by up to 5% a year. But 18 years in power has changed the African National Congress (ANC) from the party of Nelson Mandela's righteous revolution into just another rapacious developing-world elite. Unemployment runs anywhere from 25% to 40%, state-run education can be among the worst in the world, and inequality—

'In the end, we all have to go to Africa. They have what we need.'

—BOB GELDOLF, LIVE AID ORGANIZER AND INVESTOR

stretched wider by a fabulously wealthy ANC-connected cabal—has increased.

The ANC is reaping the reward for this sorry record. In mid-August, 3,000 miners at platinum producer Lonmin's Marikana mine in northern South Africa walked off the job, demanding a tripling of basic pay, from about \$500 per month. On Aug. 16, after days of violence in which 10 people died, police shot dead 34 miners. The killings evoked the brutality of apartheid. Meanwhile, the militant antibusiness, antigovernment strikes that erupted at other mines, then in other industries, continue today. These have exposed as nothing more than a hollow fraud the claims by the ANC's ruling alliance that it represents the poor. With such a disconnect between government and people, Tutu says, the potential for upheaval in South Africa is "very great ... When the big eruption happens," he says, "it's going to be very, very disturbing."

Just as worrying is another type of unrest emerging in East and West Africa. Marginalization divides rich from poor, but it also aggravates existing tribal, racial and religious fault lines. A series of religious insurgencies is taking place below the Sahara. From the Atlantic to the Indian Ocean, young Muslims are taking up arms against governments they see as Westernized, corrupt and shutting them out of economic opportunity.

A Continent of Entrepreneurs

AMID SUCH INSTABILITY, IT CAN BE HARD to imagine progress. Perhaps that's why Africa's successes can sound almost like fantasy. Take Ecobank, a global retail bank with assets of \$18.5 billion, deposits of \$13.1 billion and 23,500 employees in 32 countries—all managed from the small nation of Togo. Or the Ethiopian Commodity Exchange: a generation after a famine killed a million people, Ethiopia's first yuppies are food traders at Africa's first agricultural-commodities exchange.

Non-Africans can find it hard to

grasp the coexistence of such great promise with such great problems. The \$130 billion-a-year aid industry retains a singular focus on crisis. Western bankers, meanwhile, seem to see only Africa's prospects. But sub-Saharan Africa, with its 48 countries and 3,000 languages, is inevitably a place of adversity and opportunity. Geldof suggests the former might even lead to the latter. Where does Africa get its spirit of enterprise? he asks. "If you're constantly scratching for a living, you're an entrepreneur."

The world's emerging economic powerhouses, with their own experience of major transition, find it easier to digest Africa's simultaneous potential and pitfalls. China has taken the lead. Two-way trade with Africa—often in infrastructure-for-resource swaps that have given the continent an infrastructure makeover that runs from roads and railways to airports and dams—hit \$166 billion in 2011. (The U.S., long Africa's biggest trading partner, recorded \$126 billion.) Also in pursuit of Africa's oil and gas, coal, timber, minerals and farmland are India, Brazil, Malaysia, Turkey and the Gulf states. "There is a new Great Game being played out in Africa," says Geldof. "Yet much of the West ignores this geostrategic giant."

That will inevitably change. Mozambique's offshore Rovuma-1 block has bigger natural gas reserves than all of Libya, while initial estimates are that Somalia has as much oil as Kuwait. The continent has 60% of the world's unused arable land. As Geldof says, "In the end, we all have to go to Africa. They have what we need." And it is in that second scramble for Africa that the continent's best hopes lie, because if the first scramble for Africa—as historians dubbed the period from the 1870s to 1900—was a European imperialist carve-up, the second should leave Africa as the big winner. The more needed Africa is, the less needy—and the more powerful—it can be. With the right governments, "we have the capacity to do wonderfully well," Tutu says.

So tantalizing is the new hope across Africa, it infects even the most skeptical. Asked to imagine the future, Mwangi predicts one day returning to photography to capture a very different Kenya. "There are tough days ahead," he says. "There will be violence. But eventually you'll see an evolution. We'll be a new country, stable and with a government with standards. We'll be reborn. Out of the old will come the new." With a bit of luck, that's a story he'll be shooting across all of Africa. ■

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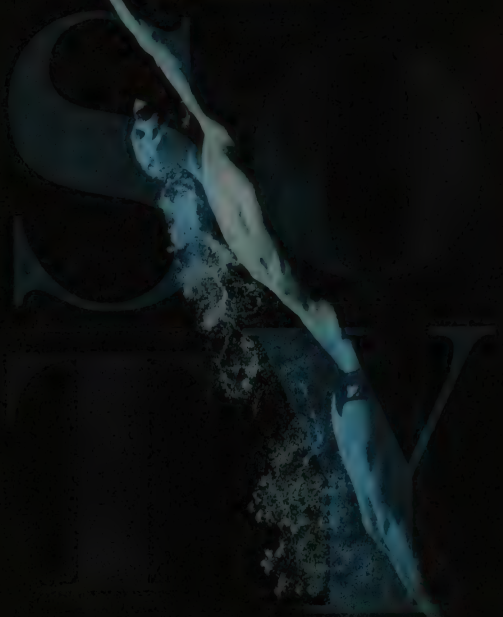
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Soleil: Worlds
Away

The Culture

HOLIDAY MOVIE SPECIAL

CIRQUE DU SOLEIL: WORLDS AWAY

How close is too close
to *l'Espece du Soleil*?

INTERDOC

Johnny Hopkins is the
master of suspense in
Monks of Peace.

RUST AND BONE

Marion Cotillard plays
poorball of a misfit pair
trying to find old friends.

AMOUR

An anthology legend
takes a long, hard look
at the special life.

PIES OF THE CARBARIANS

A visit to F&O Software
with first-time director
Peter Ramsey.

THE IMPOSSIBLE

As a survivor of the
2004 tsunami, Nicole
Kidman only connects it.

KILLING THEM SOFTLY

Channel apocalyptic
Brend Pitt up in a
small, smelly, teeny-bop.

LIFE OF PI

It was with *Pi*, *Life of
Pi*, *Martin* and *the
company* that *the*.

SILVERLININGS

PLAYBOOK
David O. Russell
dances with the stars.

AND MORE

also Valjean! *Rocky*
SEAL team for
A *Scorpion* reunion.

Photograph by Jeff Minton for TIME



LIGHTS. CAMERA. TRAPEZE!

TIME'S FEARLESS CORRESPONDENT RAN AWAY
TO JOIN THE CIRCUS. HERE'S WHAT HE LEARNED

JAMES CAMERON WANTED TO GET CLOSE. Really close. He thinks all those other 3-D performance movies—*Glee*, Justin Bieber's, Katy Perry's—offer merely a simulacrum of a live performance. "I asked, Why aren't we giving the movie audience the experience they can't get? Even if you're there at the theater, you're not onstage," says the director of *Titanic* and *Avatar*. So Cameron, who is an executive producer of *Cirque du Soleil: Worlds Away* but also worked as a cameraman in a safety harness 70 feet in the air, got so close to the performers that at one point the star of the movie, acrobat Erica Linz, kicked a camera lens.

Worlds Away (in theaters Dec. 21) isn't quite the documentary of Cirque's Las Vegas shows that Cameron originally planned. Instead, director Andrew Adamson (of the first two *Shreks* and the first two *Chronicles of Narnia*) stitched the circus scenes together with a flimsy *Alice in Wonderland*-ish plot in which Linz falls down a hole and chases a male aerialist, identified as the Aerialist (Igor Zaripov), through surreal circus worlds until (unimportant spoiler alert!) she eventually kisses him as fireworks explode.

None of this requires much talking. "I think it's good for us that *The Artist* was such a recent success," says the 4 ft. 11 in., Colorado-born Linz, 30, who calls herself an "actor-bat." She has been in Cirque shows ever since she flew to Las Vegas to audition the day after she finished high school, in 2001. "You don't need words to tell a love story. It's a story told with eyes and bodies." This makes sense if you have a Cirque du Soleil performer's body. In fact, Linz informs me that when two Cirque performers are very much in love and are ready to start a family, what they do is called the "gymnasty"

and that it is indeed more interesting than the way non-Cirque performers do it.

Adamson was able to use the Canadian troupe's stages, equipment, costumes and makeup. "It would have been a \$300 million film otherwise. If I said, 'I need to create this thing that's a swimming pool with a mechanical floor,' the studio would have laughed me out of the room," he says. Adamson and Cameron learned to set up shots quickly and use very few takes, since they could shoot just on days off between the live Vegas shows and since even world-class contortionists, acrobats and men on fire can do their routines only a few times before becoming exhausted.

Exhaustion was not a problem for the two gigantic Samoan fire dancers who grabbed Cameron's walkie-talkie and threw him in his hotel pool to commemorate their three long days of shooting. Though they forgot to grab his cell phone, Cameron was smiling as he walked back to his hotel room in his soaked clothes. "Doesn't everyone want to join the circus at some point in his life?" he asks after telling this story. Before I can answer, he yells, "Hell, yeah!"

ACTUALLY, NO. WHEN I SAW THE CIRCUS AS A kid, I thought, This looks like the kind of dangerous, smelly, itinerant lifestyle that leads to unsatisfactory short-term relationships. But after seeing this gorgeous movie, I understood Cameron's point about its being more impressive from up close. So I wanted to get as close as I could.

That's why on a Friday afternoon in October, I'm beside Linz in the seats of the Bellagio theater in Vegas, where Cirque puts on *O*, its aquatic-themed spectacle. Before I try out some of the death-defying acts in the show, I want to





make sure I won't really have to defy any death. Linz punches in my weight and the height at which I am going to dangle from a suspended boat-shaped apparatus into an app on her phone. She puts her hand on my knee, assuring me that I'll have 10 times more protection than I'll need. I have no idea what she's talking about. I just know that upstairs in the massage room, there's a dry-erase board that reads, "Need meds? See Manu, your friendly neighborhood pharmacien!" I also notice that her app fails to ask certain crucial questions, like "Can the magazine writer in question touch his toes?"

Before getting into the *bateau* featured heavily in the movie and the live *O* show—it's a steel-framed boat that swings three stories in the air—I have to pass a swim test. It's just a couple of lengths and five minutes of treading water, and I'm pleased to pass it easily and even more pleased to find out Cirque's quartet of Mongolian contortionists—who have spent a half hour making fun of the fact that I can't touch my toes—needed a lot of coaching to get through it. After the test, I swim below the boat, where 11 spandexed performers in white-face stand ready to flip around on parallel bars. Nearly all of them are short, East European former Olympic gymnasts. None seem afraid of heights.

One of them drops a rope ladder into the water and tells me to climb up. Once I do, I try not to look down, as head coach-pharmacien Manu Durand cheerily yells directions at me from the seats below. Suddenly, the gymnasts start pushing the boat back and forth on its cables, which I think is some kind of hazing technique until I realize it's part of the act. Linz, who is reviewing my performance from the seats, writes down, "Love the realness of the terror." Then Jozsef "Beast" Tokar, a Hungarian with enormous muscles and a shaved head who plays the strongman, has me climb down a steel beam to the bottom of the boat, where I sit on his lap. I consider telling him that what I want for Christmas is anything but death.

Suddenly, Tokar leans back, hangs upside down from his knees on a steel bar and swings me from his hands, holding my wrists. As I float back and forth like a trapeze artist, first by both hands then by one, our hands slipping slightly but inexorably from each other's wrists, I learn an important lesson: all those movies in which a non-circus-strongman hero



Joel dangles from Cirque's *bateau* with an assist from strongman Jozsef "Beast" Tokar

holds a guy by the wrists over a building for a few minutes while they chat about how much they mean to each other are totally ridiculous. At this point, I hint strongly that I might have had enough of my acrobatic audition, and Tokar drops me into the water. But when I pop up, to my shock, I want to do it all over again. It turns out Cameron was right.

I try a few other Cirque roles. Maurizio Cecconi, a former Italian Olympic synchronized swimmer and current Cirque swimming coach, coaxes me through some synchro tricks. Danut Coseru, a gymnast I met on the boat, teaches me to march like one of the Buckingham Palace-style guards who parade around the pool, but

embarrassingly, even walking with my arms akimbo tires my muscles.

Afterward, artistic director Sandi Croft, a former backup dancer for Celine Dion, sits me down in a back room for a performance evaluation. "You have to be fearless and courageous, and you were. Athletic? No. Strength and acrobatics? No. You're a very good floater. And you have good artistic expression," she says.

It's too late for me to join the circus. It's probably been too late since I was about 3. But between the closeups in the movie and in real life, I got to see how both tediously technical and thrillingly liberating it is to fly. I was so inspired that I've vowed, by springtime, to touch my toes.

In the fight against cancer, there are no small roles



Henry Claudy

*Philanthropist, 2012 Honoree
of the Mass General Cancer
Center's the one hundred.*

Matt Damon

*Academy Award Winner,
Patron & Friend of the
Mass General Cancer Center*

India Claudy

*Philanthropist, 2012 Honoree
of the Mass General Cancer
Center's the one hundred.*

Chances are, you know someone helping in the fight against cancer: a researcher, nurse, doctor, volunteer, advocate or fundraiser. Help us recognize their hard work and dedication by nominating them for **the one hundred**. Visit theonehundred.org/nominate by December 31 and tell us about the special role this inspiring person plays in the fight against cancer.



Dana-Farber Cancer Institute
CANCER CENTERS





Not So Psycho. A making-of movie downplays the darker side of Hitchcock

By Mary Pols

"I COULDN'T MAKE *PSYCHO* without my tongue in my cheek," Alfred Hitchcock once said. Director Sacha Gervasi takes the same ironic approach in *Hitchcock*, in which the master of suspense (Anthony Hopkins) makes a transition to straight-up horror and rediscovers the love of a good woman: his wife Alma Reville (Helen Mirren). It's a feel good frolic, which is fine for those who prefer their Hitchcock history tidied up—absent the megalomania, condescending cruelty and propensity for sexual harassment that caused *The Birds* star Tippi Hedren to declare him "a mean, mean man."

On the set, Hitchcock is in his element: nervy, pervy and proud of it. "Call me Hitch," he tells Anthony Perkins (James D'Arcy) and Janet Leigh (Scarlett Johansson) on the first day of shooting. "Hold the cock," Gervasi and screenwriter

John J. McLaughlin don't shy away from showing the grossness of Hitchcock, both behavioral (he's got a peephole into his leading lady's dressing room) and physical (he gobbles multiple tins of foie gras straight from the fridge). But it's all portrayed as cute, harmless—the quirks of your genius dirty uncle. Nothing about him calls for indignation. HBO's recent *The Girl*, which told the Hedren story, portrayed him as a bad seed. Is there no middle ground?

Hopkins tries to find it. Beautifully costumed in Hitchcock's undertaker suits, he nails the mannerisms and incongruously delicate movements of a man who navigates from behind a vast belly. The prosthetic chin needed some work, though. When *Psycho*'s screenwriter, Joseph Stefano (Ralph Macchio), sums up his daily therapy sessions as "sex, rage, my mother," Hopkins'

eyebrows sail upward in delight as the chin dips down and threatens to sail off entirely.

Impersonating an icon is risky business. Making a movie about making a movie is riskier. *Hitchcock* improves on pleasant piffle like *My Week with Marilyn* with the help of the voyeuristic enticements of the *Psycho* backstory and a strong cast. D'Arcy (last seen as physicist Rufus Sixsmith in this fall's *Cloud Atlas*) makes for a sly Perkins, Johansson captures Leigh's perky sex appeal, and Mirren is both tart and vulnerable as Reville—often neglected for those famous icy blondes even as she functioned as Hitchcock's editor, nanny and personal chef. Thanks largely to her, *Hitchcock* has a happy ending no one will believe—certainly not Hedren—but as the master himself liked to say: It's only a movie. (In theaters now)

ADAPTATIONS

MORE MOVIES

THE HOBBIT: AN UNEXPECTED JOURNEY

THE HOBBIT: AN UNEXPECTED JOURNEY (PG-13) is a fun, fast-paced adaptation of J.R.R. Tolkien's classic novel. It's a great introduction to the world of Middle-earth for newcomers, and a nice refresher for fans. The movie is a great example of how to adapt a classic story for a modern audience. It's a great example of how to adapt a classic story for a modern audience. It's a great example of how to adapt a classic story for a modern audience.

ON THE ROAD

ON THE ROAD (R) is a great adaptation of Jack Kerouac's classic novel. It's a great introduction to the world of Beat poetry for newcomers, and a nice refresher for fans. The movie is a great example of how to adapt a classic story for a modern audience. It's a great example of how to adapt a classic story for a modern audience.

JACK REACHER

JACK REACHER (PG-13) is a great adaptation of Lee Child's classic novel. It's a great introduction to the world of action movies for newcomers, and a nice refresher for fans. The movie is a great example of how to adapt a classic story for a modern audience. It's a great example of how to adapt a classic story for a modern audience.

LES MISÉRABLES

LES MISÉRABLES (PG-13) is a great adaptation of Victor Hugo's classic novel. It's a great introduction to the world of social realism for newcomers, and a nice refresher for fans. The movie is a great example of how to adapt a classic story for a modern audience. It's a great example of how to adapt a classic story for a modern audience.



PETER RAMSEY'S DRAWING POWER

HOW A FIRST-TIMER GOT THE DIRECTOR'S CHAIR FOR THE SEASON'S BIGGEST ANIMATED FILM

BY BELINDA LUSCOMBE

IT'S HARD TO TELL JUST FROM LOOKING at him, but Peter Ramsey, director of the new animated film *Rise of the Guardians*, is a minority in Hollywood. To get where he is today, he has had to overcome prejudices and unspoken stereotypes about his people: storyboard artists.

Storyboard artists aren't very high on the moviemaking food chain. They draw a screenplay frame by frame, a bit like a comic strip. There is no storyboarding Oscar. One of the animation awards is given for storyboarding; they're called Annnies, as if they were given to orphans.

Ramsey, who has never directed a major motion picture before, is also African American. *Rise of the Guardians* (in theaters now), which reimagines such childhood staples as Santa, the Easter Bunny and the Tooth Fairy as a Justice League-style group of superheroes, is the most expensive movie ever made by a black director, at \$145 million. Walking around New York City's chapel to childhood, FAO Schwarz, Ramsey, 49, says he never thought about the significance of the price tag until his parents, who still live in the Los Angeles neighborhood he grew up in, mentioned it. "My mom and dad read about it and told me tears came. The magnitude of it hadn't dawned on me."

It certainly dawned on Jeffrey Katzenberg, CEO of DreamWorks Animation, who has been telling anyone who will listen. The studio's most reliable franchises are running out of juice—even neurotic zebras (*Madagascar*), spry bears (*Kung Fu Panda*) and grumpy ogres (*Shrek*) can be squeezed dry—and *Guardians* is its attempt to launch a new series. The stakes are North Pole high.

There were not a lot of trips to FAO

Schwarz or its ilk during Ramsey's childhood. In fact, movies were a rare treat. He grew up in Crenshaw, famous as the gritty setting of *Boyz n the Hood*, at "the tail end of white flight," he says. His father was a mail carrier, and his mother helped out around his elementary school. A couple of his childhood friends died of gunshot wounds, but "we never felt deprived," he says. "It wasn't until looking back that I noticed what we didn't have."

Ramsey knew nobody who went to college, but he was a bit of a whiz kid—there was a rumor at his school that he had read an entire set of encyclopedias—and he got into UCLA as an art major. "Teachers were talking about Cubist space and Man Ray photograms," he recalls. "It was traumatic. I just wanted to draw better."

He dropped out and started working at an art bookstore, where a co-worker asked him to paint a mural for a low-budget film. That job led to another and another. He was the storyboard artist on David Fincher's *Fight Club* and *Panic Room* and on Francis Ford Coppola's *Bram Stoker's*

Dracula. He switched to animation in 2004 and "has done incredible work for us over the last eight years," says Katzenberg.

"We thought getting into the business in the first place wasn't an option," says Ramsey of his community back in Crenshaw. "We couldn't afford to go to film school. We had no connections to get an internship." Storyboarding, he says, is a great equalizer, because the only price of entry is the ability to put a story in picture form.

It sounds so easy. But conveying such old stories in pictures is a high-wire act. *Guardians'* plot looks like straight-up treacle: "Let's save Christmas! And Easter!" But North, as Santa is known, has tattoos; the Sandman uses a whip as a weapon; and E. Aster Bunny is voiced by Wolverine Hugh Jackman, using his Australian accent. They're menaced by Pitch, a.k.a. the bogeyman, who'd just as soon that kids have no holidays, coins under their pillows or happy dreams.

The biggest hurdle most movies face is introducing the characters. The burden of this movie is that viewers might feel they know these folks too well. Ramsey isn't worried. "The fact that parents and kids already have an emotional relationship with these characters is a huge plus," he says. "For most people, they are the first things in your life you consciously believe in." He takes Santa very seriously, seeing childhood myths not as harmless folklore but as part of human enlightenment. "The things these guys represent—Santa's generosity, the Easter Bunny's hope—are the things that humanity needs to move forward," he says. As we stand amid the trinkets in the toy store, he brushes off any suggestion that going Hollywood might sully that mythology: "Santa is big enough to take it." ■



The backstories of Guardians Bunny, Sandman, North and Tooth, shown above with Jack Frost, are filled out in screenwriter Bill Joyce's 13-book series, set 200 years in the past





Love Among the Ruins. A family torn apart by the 2004 tsunami

BASED ON A SPANISH FAMILY'S experiences during the devastating South Asian tsunami, *The Impossible* opens with a dull roar and darkness. A calm blue ocean appears, then a plane screams into the frame as if launched from the projection booth, jolting you into the film's turbulent reality. Juan Antonio Bayona's film is a technological marvel, but it's also emotionally rich and life-affirming.

The family has been recast as British: Henry Belon (Ewan McGregor), wife Maria (Naomi Watts) and their three young sons, who are vacationing in Thailand over winter break. After the tidal wave hits, mother and eldest son Lucas (the fiercely good Tom Holland) are battered and bloody—Mom horribly so—but together. As they wade waist deep through an apocalyptic landscape, you feel them forming their own tough little unit.

There are saving graces, like a can of Coke plucked intact from the wreckage or the affections of a little boy they rescue. The kindness of strangers leads Maria and Lucas to a hospital filled with the wounded, who cry for lost loved ones.

"You see that boy?" Maria implores a doctor. "I'm all he's got in the world." The odds of her survival become the movie's main source of suspense.

As disaster porn, *The Impossible* is as sobering as it is impressive; it gives you an almost nauseating sense of what it would be like to be keelhaunched through populated areas. It's worth noting that the impact would have been no less horrifying had the Belon family remained Spanish and been played by, say, Javier Bardem and Penélope Cruz. That the vast majority of the tsunami's approximately 230,000 victims were not the white, well-heeled Westerners we see here—well, that's typical of the movie business but no less bothersome.

That said, Holland and especially Watts deserve to be in contention this awards season. Even when Maria is at her lowest ebb, an oxygen mask hiding her face, Watts keeps her constantly connecting—with Lucas, with other victims and with the audience. From an always superlative actress comes an almost impossibly convincing performance. (*In select theaters Dec. 21*)—MARY POLES

Killer Instincts. Brad Pitt's charisma: a weapon of mass destruction

reading *There's Something About George V. Higgins* (1974—the novel *Can't Think*), he made out with writer-alias Joe Andrew Dominick (The *Lawrence Sanders* best-friend) by the cooed Robert Hood. Dominick promptly updates the Higgins story to the grim moment of September 2001 and harnesses some notion that Wall Street sales down are more distressing than organized crime. "America is not a country," Cogan says. "It's a business. Now I—air pay for"

The movie is sharper in defining, with relish and keenness, the impact and impact of criminal femininity. But the main reward for your attention is in fact in another sort of star performance. Following his training in 1961's *The Three Faces of Al*, with just those guidelines to designate a man with skill, charisma and sweetness, in this second rollout, he comes out smoldering like a charred log. *Dr. Strangelove* Now and Forever! (C) 1994





Stripes. In *Life of Pi*, Ang Lee stages a triumphant battle of boy vs. beast

By Richard Corliss

AN INDIAN BOY AND A BENGAL tiger: a tale familiar to children a century ago from Rudyard Kipling's story of Mowgli and Shere Khan in *The Jungle Book*. Call the boy Pi and the tiger Richard Parker, trap them on a small lifeboat in turbulent Pacific waters and set up a boy-vs.-beast battle for territory and survival, and you have the essence of Yann Martel's best-selling *Life of Pi*, winner of the Man Booker Prize for Fiction in 2002. It's a ripping yarn, full of storm and fang and a spectral awe. But it poses unusual challenges to the director of a live-action movie.

Ang Lee has often bucked long odds in his films. The Taiwan-born American director mastered the nuances of English manners at the turn of the 19th century in *Sense and Sensibility*, set martial artists to dancing on treetops in *Crouching Tiger, Hidden Dragon* and sold mainstream audiences on the love story of two cowboys in *Brokeback Mountain*. Here, Lee sets out to as-

tound the viewer with 3-D. *Life of Pi* builds on the innovations in James Cameron's *Avatar* and the advances in motion-capture technology evident in *Rise of the Planet of the Apes* to create a tactile, spectacular world of wonder.

In David Magee's script, as in the novel, the adult Pi (Irrfan Khan) relates his story to a skeptical Canadian writer (Rafe Spall): Pi is growing up happy in the southern Indian city of Pondicherry, where his father owns a small zoo. When the zoo must be sold, the father books his family and animals on a cargo ship headed for Canada. The storm that sinks the ship and disperses the creatures—another amazing sequence—launches the teenage Pi (Suraj Sharma) on a cross-Pacific journey that casts him as Noah, Robinson Crusoe and Siegfried (without Roy) and threatens him with all manner of sea life plus an orangutan, a vicious hyena, about a million meerkats and, of course, the tiger. On the set, there was no tiger, just as in

Rise of the Planet of the Apes there were no apes—just digital sorcery. Yet the creature is mean, majestic and palpable.

The surface of Lee's Pacific is a shimmering mirror; it reflects the sky so clearly that Pi seems to be both underwater and above the clouds. At times Lee follows the hallucinations of the malnourished boy, as in an underwater montage in which fish form a mosaic of his faraway girlfriend's face. Instead of the ecstatic soaring of the cross-species lovers in *Avatar*, this dream or nightmare is taking place in the remotest part of what we call earth. We see dire and divine events unfold through Pi's troubled spirit and, at times, through the eye of the tiger.

To compare *Life of Pi* with *Avatar* is not to suggest that Lee's movie will challenge the Cameron movie for all-time box-office supremacy. But Pi is a giant leap forward in expanding the resources of cinema. Magical realism was rarely so magical and never before so real. (In theaters now)

BRAND-NAME DIRECTORS MORE MOVIES!

KATHRYN BIGELOW

After (streaming) Her next movie, *After*, will be a comedy starring Amy Poehler and Tim Allen. *After* is a comedy starring Amy Poehler and Tim Allen. *After* is a comedy starring Amy Poehler and Tim Allen. *After* is a comedy starring Amy Poehler and Tim Allen.

JUDD APATOW

Barbershop (streaming) His next movie, *Barbershop*, will be a comedy starring Ice Cube and Morris Chestnut. *Barbershop* is a comedy starring Ice Cube and Morris Chestnut. *Barbershop* is a comedy starring Ice Cube and Morris Chestnut. *Barbershop* is a comedy starring Ice Cube and Morris Chestnut.

DAVID CHASE

The Mindy Project (streaming) His next movie, *The Mindy Project*, will be a comedy starring Mindy Kaling and Tim Allen. *The Mindy Project* is a comedy starring Mindy Kaling and Tim Allen. *The Mindy Project* is a comedy starring Mindy Kaling and Tim Allen. *The Mindy Project* is a comedy starring Mindy Kaling and Tim Allen.

QUENTIN TARANTINO

Inglourious Basterds (streaming) His next movie, *Inglourious Basterds*, will be a comedy starring Brad Pitt and Tim Allen. *Inglourious Basterds* is a comedy starring Brad Pitt and Tim Allen. *Inglourious Basterds* is a comedy starring Brad Pitt and Tim Allen. *Inglourious Basterds* is a comedy starring Brad Pitt and Tim Allen.





EXTREME-SPORTS MOVIE-MAKING

FOR BRADLEY COOPER AND DAVID O. RUSSELL, *SILVER LININGS PLAYBOOK* WAS "AN ATHLETIC ENDEAVOR"

Bradley Cooper, a former NFL player, is a natural choice to play Pat, the underdog underdog. "I was a fan of the Eagles and the Philadelphia Eagles," says Cooper. "I was a fan of the Eagles and the Philadelphia Eagles." Cooper, who is a former NFL player, is a natural choice to play Pat, the underdog underdog. "I was a fan of the Eagles and the Philadelphia Eagles," says Cooper. "I was a fan of the Eagles and the Philadelphia Eagles."

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Bradley, you had a head start on the role, coming from Philadelphia.

Bradley Cooper: Coming from Philadelphia, being Italian American and being a huge Eagles fan. Having both of my parents come from the inner city of Philadelphia. My grandfather was a beat cop for 35 years in the 15th district. My great-grandfather had a pushcart during the Depression on Ninth Street. When I was growing up, any woman over 40 had a tissue in her hand, like Jacki Weaver does in the movie. My grandfather had an

Art Deco face of Christ on a necklace, and that's what Pat wears. These are all very specific Philadelphia things of my life.

David, why did you want to make *Matthew Quick's* novel into a movie?

David O. Russell: My son [Matthew, who is 18]. He went through a lot of these challenges you see in the film, and he still does. And I know a lot of the parents at his school, the Devereux Glenholme School in Connecticut [for children and young adults with special needs]. Pat is like a grownup version of my son, and he's frank and colorful and soulful and trying to do his best. It was personal to me, and to Mr. De Niro as well, because we have both related to this as parents. We've been sharing stories for years about our kids and their challenges.

Did either of you have any dancing experience before this movie?

DOR: Just the five good moves I developed in college, which are an amalgam of the jitterbug, the waltz and swing.

BC: But he's an ex-gymnast.

DOR: Easy with that. Easy with that.



Rebuilding his life after his release from a psychiatric hospital, Pat (Cooper) enters into a pact with Tiffany (Lawrence) that requires a crash course in ballroom dancing

BC: I would be screaming it from the rooftops.

DOR: I did the pommel horse. That was my thing.

BC: I think part of his athletic makeup finds its way into how he makes a movie. Filming a movie with David O. Russell is an athletic endeavor. You are utterly drained at the end of the day because you have to be present at every turn, as if you're on a sports field. That high-octane rhythm demands that you stay in the moment and get out of your head. It's the only way you can be successful as an athlete. That's very scary for an actor. He is very open to what's going to happen in the moment, and he's not interested in a result. Never once in 33 days of shooting did he go, "Yeah, we nailed that scene." You just explore until, you know, "We've lost the light."

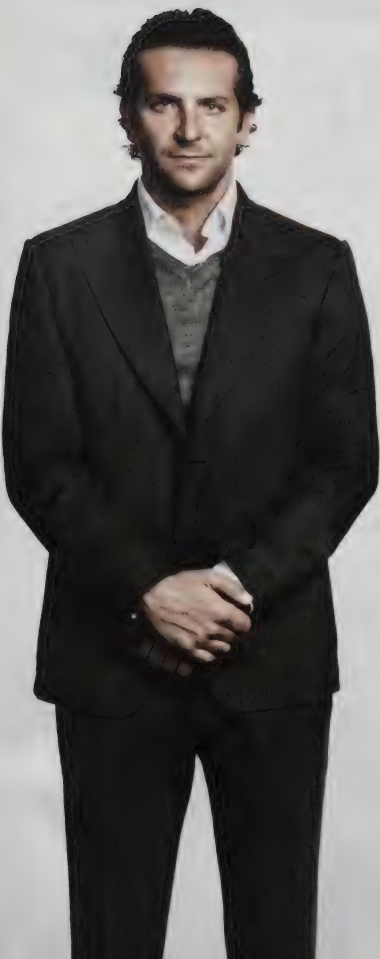
David, you've presided over a couple of exciting sets in your time. Has anything about how you make movies changed over the years?

DOR: Having had things that didn't come out the way I wanted them to only gave me a chance to focus better and harder. Since *The Fighter*, I feel very clear about how the set needs to be. I want it to be happy, respectful, everybody pulling together, everybody understanding the rhythm. I do not want chaos. I do not want discord of any kind.

BC: Some directors are back with their monitors, sort of conducting from afar. David is right next to you, going through it with you, sweating—like an athlete, like a coach, who's in it with you.

DOR: But you like that, right?

BC: Not only do I like it, I don't know a better way to do it.



Joel Stein



Sweet Charity

It's time to give back—to the founder of my new foundation

HAVING WRITTEN A BOOK, CREATED my own cologne, amassed nearly a million Twitter followers, been cited in a Supreme Court decision, modeled for *W* magazine and smoothly bragged about all this in my *TIME* magazine column, I have reached the point in my career when I need my own charity. My foundation will serve many needs, such as allowing me to pose with celebrities in glossy local magazines, divert attention after writing offensive columns and network with high-ranking Tampa-based military personnel.

Talent agencies such as CAA and William Morris Endeavor have employees whose sole job is to help celebrities build charities. They work with people like Trevor Nielsen, president of the Global Philanthropy Group, which helped build charities for Kobe Bryant, Madonna, Ashton Kutcher and Ben Stiller. One of the first questions Nielsen asked me, which I did not at all expect, was what I wanted my charity to do. I told him that wasn't important to me, but I definitely wanted to call it the Joel Stein Foundation. Or better yet, the Joel Stein Joel Stein Foundation.

Nielsen, who has developed a series of questions to help people discover what they're passionate about, insisted I figure out who I'd be helping besides Joel Stein Joel Stein. So I told him about an idea I had to take the smartest kids from bad schools and give them the college-admission help that rich students get: SAT-prep classes, application consultants, cocaine. "That is a fantastic idea," Nielsen said. "You probably would get a large return on investment." Then he told me that to seed my charity, I'd need "a few hundred thousand dollars." When I said the Joel Stein Joel Stein Foundation wasn't comfortable putting up that kind of

cash, he suggested I find a partner and rename my charity something like the Richard Branson Joel Stein Foundation.

Before I started my fundraising efforts, I called Scott Barbeau, co-founder and CFO of Spark Ventures, which funds an orphanage and a school that serve 350 kids in Twapia, Zambia. To make the charity self-sustaining, it started raising chickens and selling them in Zambia, but then the Chinese came in with cheaper chickens, so now it's trying to market high-end organic chickens to Zambians. This scared me a little, since if the Chinese were this competitive over the Zambian chicken market, it was going to be really hard for beneficiaries of the Joel Stein Joel Stein Foundation to beat them out for spots in the Ivy League.

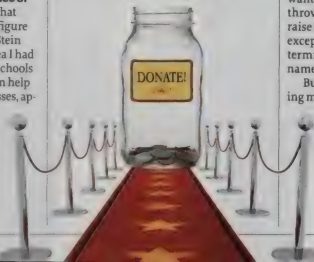
Looking for a new, less poultry-intensive plan, I called Andrew Morton, who does philanthropy law for athletes, actors and singers. He told me that, like 19 out of 20 people who call him, I didn't want to start my own charity. "In the 1970s, athletes just did things for the United Way," he said. "Now we live in this whole Facebook, social media, look-at-me kind of world where celebrities think, I can

throw a football, so I'm a philanthropist. No, you're a guy who can throw a football." Morton suggests that they—and I—think about using influence differently. "There are two types of missions," he said. "You can have a mission to do stuff. You can also have a mission of raising awareness." If I have learned one thing in my personal and professional life, it's that I am far more an awareness guy than a do-stuff guy.

Morton introduced me to "philanthropy branding"—fitting the issue to my persona. "It's what you need to do if you want to have impact now," he said. "Angelina Jolie: refugees. Bono: AIDS. George Clooney: Darfur." Joel Stein: the overeducated elite. Best of all, I could still talk about the Joel Stein Joel Stein Foundation without paying Morton his usual \$9,000 fee to file the paperwork. Instead, my charity could operate through a fiscal sponsorship with non-profit incubators such as the Edward Charles Foundation and the Giving Back Fund, which charge a small percentage of revenue for back-office services but would still allow me to put the Joel Stein Joel Stein Foundation below my name when I'm on the *Today* show.

Searching for a fiscal sponsor, I found out that actor Hank Azaria has a charity that does exactly what I was hoping to do, for kids in Los Angeles. I called him and discovered that he even set it up just like I wanted to: his ex-assistant runs it, and he throws a celebrity poker tournament to raise money. He did everything perfectly except that the name of his charity, Determined to Succeed, does not have his name in it even once.

But Azaria was open to the idea of having me sponsor a few events through the Joel Stein Hank Azaria Foundation. "If it has the same result, it's fine with me," he said. "I can still have the illusion of being humble with my own foundation and still get the publicity I so desperately crave." I thanked him and got off the phone before he could ask me for top billing.



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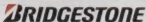
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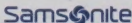
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10 Questions

In World War II, Brooks was a combat engineer who deactivated enemy land mines



Funnyman **Mel Brooks** on late-night TV hosts, womb envy and not getting credit for inventing the cell phone

What is a day in Mel Brooks' life like now?

It seems to be my year for honors. I've got an HBO thing and a PBS honor. I'm busy finding pictures of my mother in Russia. I'm looking for my first tricycle. I'm looking for the appendix that was removed. I'm just trying to help [documentarians] out.

Do you worry that these things suggest end of career?

I feel that. But in London, this spring, I'm going to do *Young Frankenstein* again, so I'm going to be busy. And maybe I'll come up with a musical version of *Blazing Saddles*.

In the new DVD set *The Incredible Mel Brooks*, you say *Young Frankenstein* is about "womb envy." Have you ever felt womb envy?

No, but I could guess in some way that a man could say, "What is creativity? What is giving birth to something?" Picasso must have stopped somewhere, pulled over on the side of the road and said, "How come women can do that and the best I can do is *Guernica*?"

Growing up, I was a very klutzy kid. Maxwell Smart really helped my self-image. Do you get that a lot?

I get a lot of letters with the same earnestness and passion. Buck Henry and I, in this new box set, we tell the truth

about [co-creating] *Get Smart*. Buck came up with the Cone of Silence, and I came up with the shoe phone.

The shoe phone didn't really catch on. Why not?

Isn't it the cell phone? Didn't I invent the cell phone?

Do you subscribe to the theory that people become comedians because they're compensating for something?

Nonsense. I think it's a continuation they want. My mother on cold winter mornings put my underwear, my socks, my shirt and trousers on the radiator, and she dressed me under the covers. And she gave me kisses and whistled while she was doing it. When I go out onstage or write something, I want my clothes from the radiator. I want my mother whistling.

Do you have a favorite late-night talk-show host?

Letterman is very good. Jay Leno is terrific. Conan is remarkable. I'm so sorry they moved him to a garage somewhere on the west side. The one who has the best future is probably Jimmy Kimmel. He's fast on the trigger. They all have very tough jobs. NBC offered me *Late Night*—before Johnny Carson, after Jack Paar. I said, "Don't be silly. Never. In life, I'm a guest. I'm never a host." And then Lew Wasserman offered me the job running Universal Pictures.

You turned that down?

It's a heart-attack job. There's not a minute where you create anything. You're just a well-dressed bean counter.

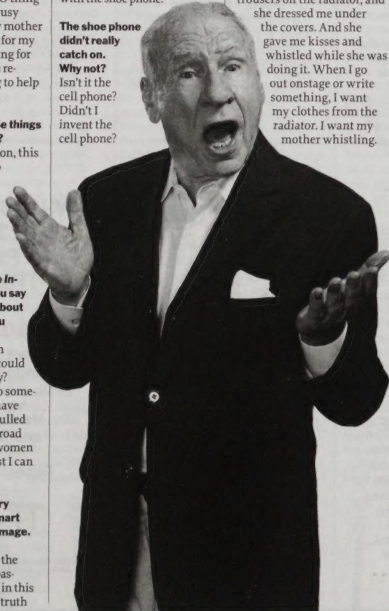
You've famously made fun of Hitler. Is there somewhere comedy cannot go?

Yeah, a little further into Jewish concentration camps. It's just simply too heartbreaking to try to have fun with. You can't go there. But you can go to any Chinese restaurant.

When you go to meet your maker, what will you say to him or her?

I've had some thoughts about this. I'd start slow, with "Could I have just a little cushion at the bottom of my chair?" Then "A place to put my feet would be wonderful." And then I might end up saying "Uh, where did you put Hedy Lamarr? Is she in an apartment near my place?"

—BELINDA LUSCOMBE



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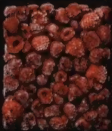
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